

Simmons

1984 STUDY OF MEDIA & MARKETS

Distilled Spirits & Mixes

Alcoholic Beverages Summary

Brandy & Cognac

Cordials & Liqueurs

Gin

Rum

Tequila

Vodka

Whiskeys-

Blended or Rye

Bourbon

Canadian

Irish

Scotch

Simmons Market Research Bureau, Inc.

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Simmons

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Pt. R-16

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28 April 1986

Simmons Market Research Bureau, Inc.

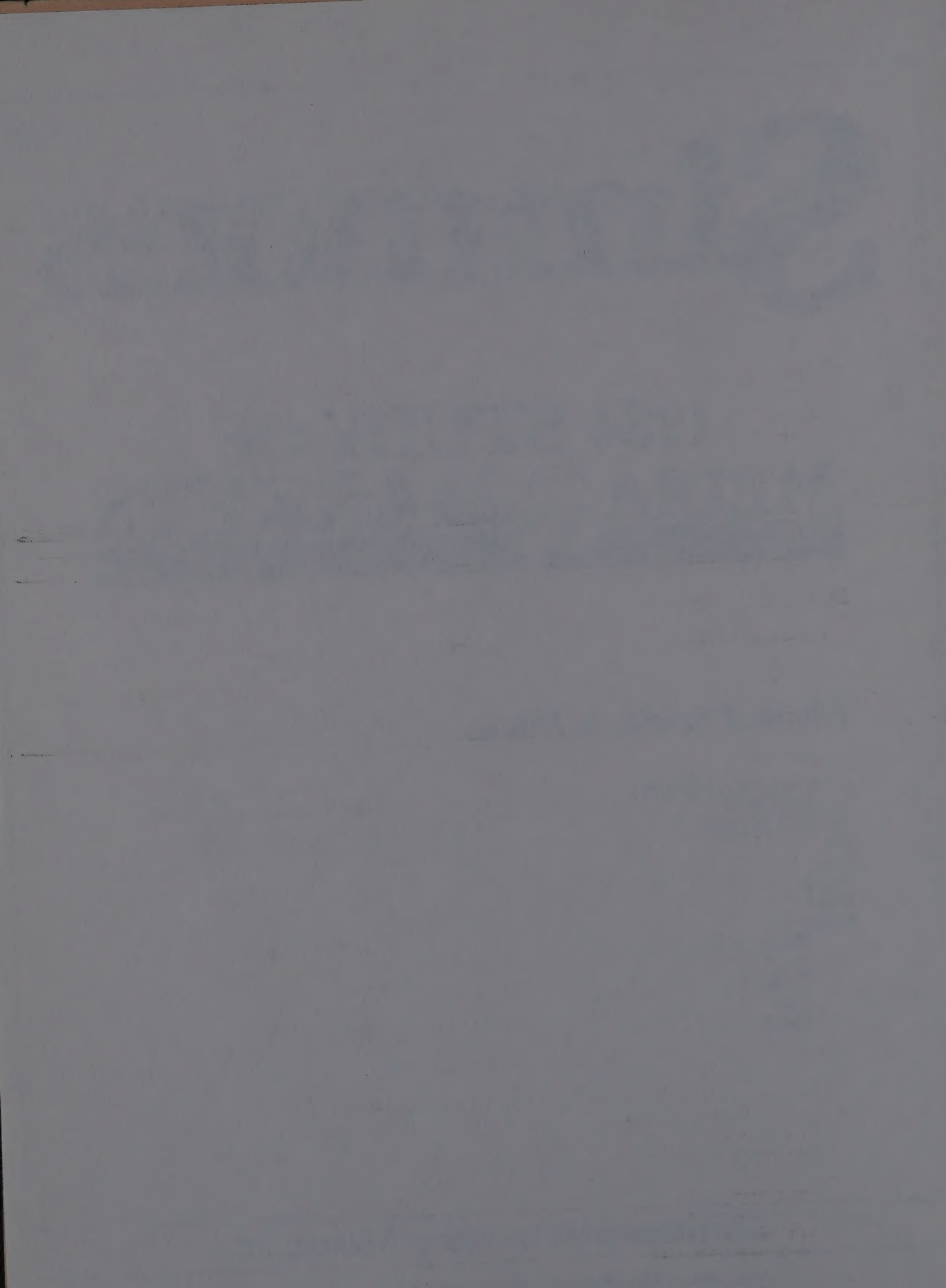


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THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.
- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.
- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.
- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
	%	Across	
'000	Down	%	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this give COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

* Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

- Print Media: Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)
- Radio: Addition of the net audience on weekday 1 and the net audience on weekday 2.
- Television: Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

<u>Number Used in Household in Last 7 Days</u>	<u>H/M/L Designations</u>	<u>Assigned Weight</u>	X	<u>Product Users ('000)</u>	=	<u>Weighted Consumption ('000)</u>
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						<u>173603.0</u>

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	17.8
	<u>100.0%</u>

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

Demographics
Quintiles/Terciles of Media Exposure
Media Imperatives®
Publication Audiences
Outdoor Advertising Audiences
Radio Audiences
Television Audiences
Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

Area of Dominant Influence	Industry
Census Regions	Locality Type
County Size	Marketing Regions
Education	Occupation*
Employed Mothers	Parents
Female Homemakers	Professionals and Managers*
Household	Race
Household Head	Residence Ownership
Index of Social Position	Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>MAGAZINES</u>	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
<u>NEWSPAPERS</u>	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
<u>OUTDOOR ADVERTISING</u>	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
<u>RADIO</u>	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
<u>Drive Time</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>RADIO (Cont'd)</u>					
<u>Mid Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.				
Men	12 or More		1-11		None
Women	13 or More		1-12		None
<u>All Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday.				
Men	44 or More	24-43	13-23	6-12	0-5
Women	42 or More	23-41	12-22	4-11	0-3
<u>TELEVISION</u>					
	Groupings are defined in terms of the number of half hours viewed in two weeks.				
<u>Prime Time</u>	Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.				
Men	54 or More	38-53	26-37	14-25	0-13
Women	58 or More	43-57	30-42	16-29	0-15
<u>Daytime</u>	Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.				
Men	12 or More		1-11		None
Women	27 or More		2-26		0-1
<u>Fringe Time (Early And Late)</u>	Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.				
Men	34 or More	22-33	14-21	6-13	0-5
Women	37 or More	25-36	14-24	6-13	0-5
<u>All Day</u>	Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.				
Men	128 or More	87-127	61-86	36-60	0-35
Women	159 or More	111-158	77-110	42-76	0-41

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

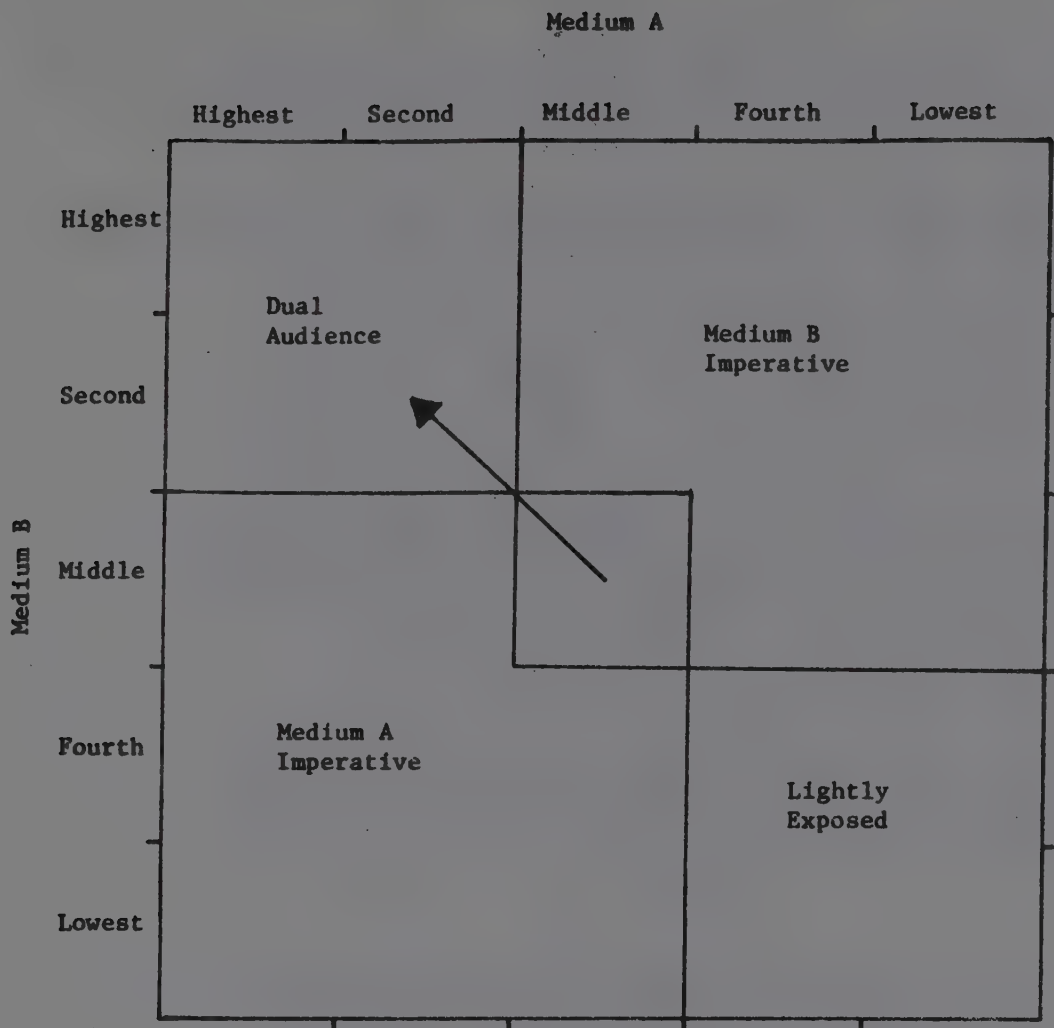
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines - Newspapers	Newspapers - Radio
Magazines - Outdoor	Newspapers - Television
Magazines - Radio	Outdoor - Radio
Magazines - Television	Outdoor - Television
Newspapers - Outdoor	Radio - Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted -- an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)



MAGAZINES - NEWSPAPERS

<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>NEWSPAPER IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
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<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	

<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
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<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	

<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
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Males

Newspaper	4 or more	4 or more	3 or less	2 or less
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Outdoor	10 - 20	21 or more	21 or more	9 or less
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or

Newspaper	3 or more	3	2 or less	
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Outdoor	9 or less	10 - 20	10 - 20	
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Females

Newspaper	4 or more	4 or more	3 or less	2 or less
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Outdoor	10 - 20	21 or more	21 or more	9 or less
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or

Newspaper	3 or more	3	2 or less	
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Outdoor	9 or less	10 - 20	10 - 20	
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NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
---------------------------------	--------------------------	-----------------------------	----------------------------

Males

Newspaper	4 or more	4 or more	3 or less	2 or less
-----------	-----------	-----------	-----------	-----------

Radio	13 - 23	24 or more	24 or more	12 or less
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or

Newspaper	3 or more	3	2 or less	
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Radio	12 or less	13 - 23	13 - 23	
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Females

Newspaper	4 or more	4 or more	3 or less	2 or less
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Radio	12 - 22	23 or more	23 or more	11 or less
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or

Newspaper	3 or more	3	2 or less	
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Radio	11 or less	12 - 22	12 - 22	
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NEWSPAPERS - ALL DAY TV HALF HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	

Females

Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	

Females

Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	<u>RADIO IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

PUBLICATION AUDIENCES

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network

- American Photographer
- Audio
- *Cycle World
- *Road & Track
- *World Tennis

Conde Nast Magazine Package

- *Glamour
- *Mademoiselle
- *Self
- *Vogue

Decorating and Craft Ideas

(Creative Ideas for Living)/

Southern Living

- *Decorating and Craft Ideas
- (Creative Ideas for Living)
- *Southern Living

Golf Digest/Tennis

- *Golf Digest
- *Tennis

Golf Magazine/Ski

- *Golf Magazine
- *Ski

Hearst Magazines Corporate Buy

- *Cosmopolitan
- *Country Living
- *Good Housekeeping
- *Harper's Bazaar
- *House Beautiful
- Motor Boating & Sailing
- *Popular Mechanics
- *Redbook
- *Science Digest
- *Sports Afield
- *Town & Country
- *Colonial Homes

Hearst Man Power

- *Popular Mechanics
- *Science Digest
- *Sports Afield

Hearst Woman Power

- *Cosmopolitan
- *Good Housekeeping
- *Redbook

LHJ Family Group Combination

- *Health
- *Ladies' Home Journal
- *1,001 Home Ideas

McCall's/Working Mother

- *McCall's
- *Working Mother

Ziff-Davis Magazine Network

- Boating
- *Car & Driver
- Cycle
- Flying
- Popular Photography
- Skiing
- Stereo Review

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
50 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
25 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

TYPES DRINK

	'000	%	UNWEIGHTED
TOTAL ALCOHOLIC BEVERAGES	112595	67.1	13083
TOTAL DISTILLED LIQUOR	89989	53.7	10498
TOTAL WHISKEY	58082	34.6	6902
BOURBON	30601	18.2	3533
BLENDED OR RYE	18082	10.8	2211
CANADIAN	32157	19.2	3799
IRISH	5373	3.2	642
SCOTCH	22683	13.5	2844
OTHER DISTILLED LIQUOR	80077	47.7	9307
BRANDY OR COGNAC	23559	14.0	2905
CORDIAL OR LIQUEUR	36843	22.0	4392
GIN	28309	16.9	3330
RUM	38501	23.0	4359
TEQUILA	22189	13.2	2354
VODKA	43648	26.0	5045
PREPARED COCKTAIL MIXES WITH LIQUOR	15120	9.0	1644
TOTAL MALT BASED BEVERAGES	76065	45.4	8820
ALE	12597	7.5	1598
ANY BEER	73144	43.6	8457
DOMESTIC, LIGHT/LOW CALORIE	39319	23.4	4503
DOMESTIC, REGULAR	59428	35.4	6779
DRAFT	43471	25.9	4977
IMPORTED	24767	14.8	2917
MALT LIQUOR	13927	8.3	1541
TOTAL WINE	77105	46.0	9132
APERITIF & SPECIALTY WINES	9541	5.7	1147
CHAMPAGNE, COLD DUCK &			
SPARKLING WINES	43568	26.0	5104
DINNER/TABLE WINES	59539	35.5	7148
ANY DOMESTIC	52275	31.2	6354
"LIGHT" DOMESTIC/REDUCED CALORIE	7986	4.8	878
DOMESTIC	50609	30.2	6192
IMPORTED	31912	19.0	3898
PORT, SHERRY & DESSERT WINES	30922	18.4	3798
SANGRIA POP/PARTY WINES	22200	13.2	2416
VERMOUTH	8737	5.2	1267

CASE PURCHASES

QUESTIONNAIRE PAGE P-19

	DISTILLED LIQUOR			WINE		
	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
2. HOW MANY CASES OF DISTILLED LIQUOR OR WINE HAVE YOU YOURSELF BOUGHT IN THE LAST 12 MONTHS?						
5 OR MORE	2314	1.4	243	1939	1.2	227
4	4933	2.9	561	4696	2.8	526
3	965	.6	118	831	.5	101
2	1774	1.1	218	1500	.9	173
1	3145	1.9	356	3656	2.2	396
NONE	91298	54.4	10513	91805	54.7	10586
DO NOT KNOW	63300	37.7	7101	63300	37.7	7101

	'000	%	UNWEIGHTED							
MIXED DRINKS & COCKTAILS										
4A. DO YOU YOURSELF DRINK THEM?										
YES	71063	42.4	8137							
NO	96664	57.6	10973							
	ALL		SOLE		PRIMARY		SECONDARY			
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
IF YOU DO										
4B. WHICH MIXED DRINKS OR COCKTAILS DO YOU DRINK?										
ALEXANDER	3287	2.0	110	.1	1652	1.0	1525	.9	354	
BLOODY MARY	15104	9.0	945	.6	8462	5.0	5698	3.4	1810	
TOM COLLINS	10296	6.1	622	.4	6085	3.6	3589	2.1	1145	
VODKA COLLINS	6729	4.0	325	.2	4112	2.5	2293	1.4	738	
DAIQUIRI	16286	9.7	778	.5	10073	6.0	5435	3.2	1666	
GIN & TONIC	11260	6.7	973	.6	6859	4.1	3429	2.0	1335	
KAHLUA & CREAM	9386	5.6	445	.3	5190	3.1	3751	2.2	1054	
MANHATTAN	4534	2.7	604	.4	2670	1.6	1260	.8	626	
MARGARITA	15657	9.3	974	.6	9838	5.9	4845	2.9	1675	
GIN MARTINI	4015	2.4	407	.2	2455	1.5	1153	.7	499	
VODKA MARTINI	3245	1.9	411	.2	1868	1.1	966	.6	428	
OLD FASHIONED	3690	2.2	551	.3	1937	1.2	1202	.7	471	
PINA COLADA	15025	9.0	853	.5	8674	5.2	5498	3.3	1627	
RUM & COKE	16085	9.6	1592	.9	9266	5.5	5227	3.1	1744	
SCOTCH & SODA	6223	3.7	984	.6	3458	2.1	1781	1.1	780	
SCREWDRIIVER	17787	10.6	1277	.8	9642	5.7	6868	4.1	1845	
SOMBRERO	1900	1.1	113	.1	1128	.7	659	.4	224	
7 & 7	12424	7.4	1519	.9	7028	4.2	3878	2.3	1309	
TEQUILA SUNRISE	6525	3.9	318	.2	3579	2.1	2628	1.6	667	
VODKA & TONIC	5911	3.5	531	.3	3455	2.1	1925	1.1	711	
WHISKY SOUR	12348	7.4	836	.5	7034	4.2	4478	2.7	1446	
WINE SPRITZER	4627	2.8	214	.1	2295	1.4	2118	1.3	504	
OTHERS	16286	9.7	4419	2.6	7312	4.4	4554	2.7	1790	
DO NOT KNOW	265	.2							34	

	TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	89989	100.0	53.7	100	58082	100.0	34.6	100	80077	100.0	47.7	100				
MALES	79263	45672	50.8	57.6	107	33427	57.6	42.2	122	39101	48.8	49.3	103				
FEMALES	88464	44316	49.2	50.1	93	24655	42.4	27.9	80	40975	51.2	46.3	97				
18 - 24	28671	16985	18.9	59.2	110	9872	17.0	34.4	99	15823	19.8	55.2	116				
25 - 34	39536	24123	26.8	61.0	114	14482	24.9	36.6	106	22078	27.6	55.8	117				
35 - 44	28978	17040	18.9	58.8	110	11566	19.9	39.9	115	15287	19.1	52.8	110				
45 - 54	22345	11747	13.1	52.6	98	8209	14.1	36.7	106	10068	12.6	45.1	94				
55 - 64	22224	10817	12.0	48.7	91	7471	12.9	33.6	97	9393	11.7	42.3	89				
65 OR OLDER	25973	9277	10.3	35.7	67	6482	11.2	25.0	72	7427	9.3	28.6	60				
18 - 34	68207	41108	45.7	60.3	112	24354	41.9	35.7	103	37901	47.3	55.6	116				
18 - 49	108058	63848	71.0	59.1	110	39982	68.8	37.0	107	58066	72.5	53.7	113				
25 - 54	90859	52910	58.8	58.2	109	34257	59.0	37.7	109	47434	59.2	52.2	109				
35 - 49	39851	22740	25.3	57.1	106	15628	26.9	39.2	113	20164	25.2	50.6	106				
50 OR OLDER	59669	26140	29.0	43.8	82	18100	31.2	30.3	88	22011	27.5	36.9	77				
GRADUATED COLLEGE	28091	18639	20.7	66.4	124	12634	21.8	45.0	130	17005	21.2	60.5	127				
ATTENDED COLLEGE	28938	17935	19.9	62.0	116	11454	19.7	39.6	114	16555	20.7	57.2	120				
GRADUATED HIGH SCHOOL	65503	36429	40.5	55.6	104	22982	39.6	35.1	101	32031	40.0	48.9	102				
DID NOT GRADUATE HIGH SCHOOL	45195	16986	18.9	37.6	70	11013	19.0	24.4	70	14486	18.1	32.1	67				
EMPLOYED MALES	56429	34592	38.4	61.3	114	25224	43.4	44.7	129	29910	37.4	53.0	111				
EMPLOYED FEMALES	43971	25791	28.7	58.7	109	13736	23.6	31.2	90	24222	30.2	55.1	115				
EMPLOYED FULL-TIME	87773	53278	59.2	60.7	113	35003	60.3	39.9	115	47508	59.3	54.1	113				
EMPLOYED PART-TIME	12627	7106	7.9	56.3	105	3958	6.8	31.3	91	6624	8.3	52.5	110				
NOT EMPLOYED	67327	29605	32.9	44.0	82	19122	32.9	28.4	82	25944	32.4	38.5	81				
PROFESSIONAL/MANAGER	25845	16939	18.8	65.5	122	11547	19.9	44.7	129	15592	19.5	60.3	126				
TECH/CLERICAL/SALES	30895	19515	21.7	63.2	118	11682	20.1	37.8	109	17876	22.3	57.9	121				
PRECISION/CRAFT	12629	7273	8.1	57.6	107	5342	9.2	42.3	122	6100	7.6	48.3	101				
OTHER EMPLOYED	31031	16656	18.5	53.7	100	10389	17.9	33.5	97	14565	18.2	46.9	98				
SINGLE	35557	21573	24.0	60.7	113	12897	22.2	36.3	105	20015	25.0	56.3	118				
MARRIED	103585	54440	60.5	52.6	98	36229	62.4	35.0	101	47798	59.7	46.1	97				
DIVORCED/SEPARATED/WIDOWED	28585	13976	15.5	48.9	91	8957	15.4	31.3	90	12264	15.3	42.9	90				
PARENTS	59295	32978	36.6	55.6	104	20941	36.1	35.3	102	29552	36.9	49.8	104				
WHITE	146081	79631	88.5	54.5	102	51761	89.1	35.4	102	70584	88.1	48.3	101				
BLACK	17974	8393	9.3	46.7	87	5175	8.9	28.8	83	7663	9.6	42.6	89				
OTHER	3672	1965	2.2	53.5	100	1147	2.0	31.2	90	1830	2.3	49.8	104				
NORTHEAST-CENSUS	37005	22246	24.7	60.1	112	14274	24.6	38.6	111	19910	24.9	53.8	113				
NORTH CENTRAL	42642	23256	25.8	54.5	102	14860	25.6	34.8	101	20447	25.5	48.0	100				
SOUTH	56777	25437	28.3	44.8	84	17503	30.1	30.8	89	21833	27.3	38.5	81				
WEST	31303	19049	21.2	60.9	113	11446	19.7	36.6	106	17888	22.3	57.1	120				
NORTHEAST-MKTG.	38125	23457	26.1	61.5	115	14711	25.3	38.6	111	21131	26.4	55.4	116				
EAST CENTRAL	24794	12296	13.7	49.6	92	8552	14.7	34.5	100	10434	13.0	42.1	88				
WEST CENTRAL	28511	16359	18.2	57.4	107	10299	17.7	36.1	104	14556	18.2	51.1	107				
SOUTH	48953	21189	23.5	43.3	81	14860	25.6	30.4	88	18174	22.7	37.1	78				
PACIFIC	27344	16688	18.5	61.0	114	9660	16.6	35.3	102	15781	19.7	57.7	121				
COUNTY SIZE A	69301	41292	45.9	59.6	111	25662	44.2	37.0	107	37568	46.9	54.2	114				
COUNTY SIZE B	50633	26829	29.8	53.0	99	17882	30.8	35.3	102	23836	29.8	47.1	99				
COUNTY SIZE C	26259	12977	14.4	49.4	92	8669	14.9	33.0	95	11447	14.3	43.6	91				
COUNTY SIZE D	21534	8891	9.9	41.3	77	5870	10.1	27.3	79	7225	9.0	33.6	70				
METRO CENTRAL CITY	50014	28187	31.3	56.4	105	17835	30.7	35.7	103	25758	32.2	51.5	108				
METRO SUBURBAN	76832	43578	48.4	56.7	106	27870	48.0	36.3	105	38976	48.7	50.7	106				
NON METRO	40881	18224	20.3	44.6	83	12377	21.3	30.3	87	15343	19.2	37.5	79				
TOP 5 ADI'S	39550	24542	27.3	62.1	116	14678	25.3	37.1	107	22796	28.5	57.6	121				
TOP 10 ADI'S	54877	32601	36.2	59.4	111	20036	34.5	36.5	105	29834	37.3	54.4	114				
TOP 20 ADI'S	77516	45152	50.2	58.2	109	28070	48.3	36.2	105	40933	51.1	52.8	111				
HSGLD INC. \$50,000 OR MORE	17257	11362	12.6	65.8	123	7285	12.5	42.2	122	10486	13.1	60.8	127				
\$40,000 OR MORE	33235	21221	23.6	63.9	119	13871	23.9	41.7	121	19434	24.3	58.5	122				
\$30,000 OR MORE	59693	37262	41.4	62.4	116	24615	42.4	41.2	119	33802	42.2	56.6	119				
\$25,000 OR MORE	76275	47513	52.8	62.3	116	30848	53.1	40.4	117	42867	53.5	56.2	118				
\$20,000 - \$24,999	18607	10210	11.3	54.9	102	6794	11.7	36.5	105	9063	11.3	48.7	102				
\$15,000 - \$19,999	17175	9195	10.2	53.5	100	5977	10.3	34.8	100	8125	10.1	47.3	99				
\$10,000 - \$14,999	24569	11723	13.0	47.7	89	7786	13.4	31.7	92	9997	12.5	40.7	85				
UNDER \$10,000	31101	11348	12.6	36.5	68	6678	11.5	21.5	62	10025	12.5	32.2	68				
HOUSEHOLD OF 1 PERSON	19441	9535	10.6	49.0	91	6370	11.0	32.8	95	8520	10.6	43.8	92				
2 PEOPLE	51803	27081	30.1	52.3	97	18172	31.3	35.1	101	23575	29.4	45.5	95				
3 OR 4 PEOPLE	66933	37275	41.4	55.7	104	23710	40.8	35.4	102	33415	41.7	49.9	105				
5 OR MORE PEOPLE	29550	16098	17.9	54.5	102	9830	16.9	33.3	96	14566	18.2	49.3	103				
NO CHILD IN HSHLD	96587	50452	56.1	52.2	97	33191	57.1	34.4	99	44527	55.6	46.1	97				
CHILD(REN) UNDER 2 YRS	10844	5934	6.6	54.7	102	3776	6.5	34.8	101	5325	6.6	49.1	103				
2 - 5 YEARS	26358	14733	16.4	55.9	104	8575	14.8	32.5	94	13349	16.7	50.6	106				
6 - 11 YEARS	30453	16708	18.6	54.9	102	10380	17.9	34.1	98	15155	18.9	49.8	104				
12 - 17 YEARS	36575	20248	22.5	55.4	103	13209	22.7	36.1	104	17993	22.5	49.2	103				
RESIDENCE OWNED	117770	61840	68.7	52.5	98	41005	70.6	34.8	101	54518	68.1	46.3	97				
VALUE: \$50,000 OR MORE	70166	41646	46.3	59.4	111	27541	47.4	39.3	113	37457	46.8	53.4	112				
VALUE: UNDER \$50,000	47604	20194	22.4	42.4	79	13464	23.2	28.3	82	17061	21.3	35.8	75				

		DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS								
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	89989	100.0	53.7	100	58082	100.0	34.6	100	80077	100.0	47.7	100				
MAGAZINES	QUINTILE 1	34022	21837	24.3	64.2	120	14198	24.4	41.7	121	20204	25.2	59.4	124				
	QUINTILE 2	34800	20683	23.0	59.4	111	12964	22.3	37.3	108	18761	23.4	53.9	113				
	QUINTILE 3	30514	16563	18.4	54.3	101	10926	18.8	35.8	103	14507	18.1	47.5	100				
	QUINTILE 4	33324	16666	18.5	50.0	93	10854	18.7	32.6	94	14550	18.2	43.7	91				
	QUINTILE 5	35066	14240	15.8	40.6	76	9141	15.7	26.1	75	12054	15.1	34.4	72				
NEWSPAPERS	QUINTILE 1	29107	17998	20.0	61.8	115	12123	20.9	41.6	120	16109	20.1	55.3	116				
	QUINTILE 2	49095	27120	30.1	55.2	103	17830	30.7	36.3	105	24351	30.4	49.6	104				
	QUINTILE 3	23107	12986	14.4	56.2	105	8161	14.1	35.3	102	11639	14.5	50.4	106				
	QUINTILE 4	33556	17300	19.2	51.6	96	10414	17.9	31.0	90	15311	19.1	45.6	96				
	QUINTILE 5	32863	14585	16.2	44.4	83	9555	16.5	29.1	84	12665	15.8	38.5	81				
OUTDOOR	QUINTILE 1	33431	20025	22.3	59.9	112	12665	21.8	37.9	109	18331	22.9	54.8	115				
	QUINTILE 2	33478	19018	21.1	56.8	106	12328	21.2	36.8	106	16977	21.2	50.7	106				
	QUINTILE 3	33574	18179	20.2	54.1	101	11714	20.2	34.9	101	16162	20.2	48.1	101				
	QUINTILE 4	33935	17287	19.2	50.9	95	11129	19.2	32.8	95	15222	19.0	44.9	94				
	QUINTILE 5	33310	15480	17.2	46.5	87	10247	17.6	30.8	89	13384	16.7	40.2	84				
RADIO-DRIVE TIME	QUINTILE 1	33136	18425	20.5	55.6	104	11583	19.9	35.0	101	16549	20.7	49.9	105				
	QUINTILE 2	31658	18108	20.1	57.2	107	11661	20.1	36.8	106	16153	20.2	51.0	107				
	QUINTILE 3	32541	18580	20.6	57.1	106	11603	20.0	35.7	103	16666	20.8	51.2	107				
	QUINTILE 4	34247	18728	20.8	54.7	102	12187	21.0	35.6	103	16762	20.9	48.9	103				
	QUINTILE 5	36144	16147	17.9	44.7	83	11049	19.0	30.6	88	13947	17.4	38.6	81				
RADIO-MID-DAY	TERCILE 1	45037	24765	27.5	55.0	102	15819	27.2	35.1	101	22165	27.7	49.2	103				
	TERCILE 2	44819	24602	27.3	54.9	102	15687	27.0	35.0	101	21754	27.2	48.5	102				
	TERCILE 3	77872	40621	45.1	52.2	97	26576	45.8	34.1	99	36158	45.2	46.4	97				
RADIO-TOTAL	QUINTILE 1	33763	18878	21.0	55.9	104	11809	20.3	35.0	101	16942	21.2	50.2	105				
	QUINTILE 2	33240	18569	20.6	55.9	104	11789	20.3	35.5	102	16675	20.8	50.2	105				
	QUINTILE 3	33408	19589	21.8	58.6	109	12482	21.5	37.4	108	17598	22.0	52.7	110				
	QUINTILE 4	34792	18698	20.8	53.7	100	11958	20.6	34.4	99	16674	20.8	47.9	100				
	QUINTILE 5	32524	14255	15.8	43.8	82	10046	17.3	30.9	89	12187	15.2	37.5	78				
TV-PRIME TIME	QUINTILE 1	33090	16456	18.3	49.7	93	10365	17.8	31.3	90	15005	18.7	45.3	95				
	QUINTILE 2	33357	19069	21.2	57.2	107	12115	20.9	36.3	105	17050	21.3	51.1	107				
	QUINTILE 3	33980	18897	21.0	55.6	104	12428	21.4	36.6	106	16748	20.9	49.3	103				
	QUINTILE 4	33854	18648	20.7	55.1	103	12339	21.2	36.4	105	16338	20.4	48.3	101				
	QUINTILE 5	33444	16918	18.8	50.6	94	10836	18.7	32.4	94	14935	18.7	44.7	94				
TV-DAYTIME	TERCILE 1	49121	23367	26.0	47.6	89	14529	25.0	29.6	85	20654	25.8	42.0	88				
	TERCILE 2	48823	26505	29.5	54.3	101	16872	29.0	34.6	100	23729	29.6	48.6	102				
	TERCILE 3	69782	40117	44.6	57.5	107	26682	45.9	38.2	110	35693	44.6	51.1	107				
TV-TOTAL	QUINTILE 1	33584	16017	17.8	47.7	89	10357	17.8	30.8	89	14362	17.9	42.8	90				
	QUINTILE 2	33441	17571	19.5	52.5	98	10987	18.9	32.9	95	15731	19.6	47.0	99				
	QUINTILE 3	33505	19048	21.2	56.9	106	12202	21.0	36.4	105	16984	21.2	50.7	106				
	QUINTILE 4	33466	19183	21.3	57.3	107	12725	21.9	38.0	110	16898	21.1	50.5	106				
	QUINTILE 5	33731	18171	20.2	53.9	100	11812	20.3	35.0	101	16103	20.1	47.7	100				
MAGAZINES-NEWSPAPERS: DUAL		44503	27886	31.0	62.7	117	18214	31.4	40.9	118	25676	32.1	57.7	121				
MAGAZINE IMPERATIVE		39363	22615	25.1	57.5	107	13874	23.9	35.2	102	20357	25.4	51.7	108				
NEWSPAPER IMPERATIVE		46441	24044	26.7	51.8	96	15997	27.5	34.4	99	20718	25.9	44.6	93				
MAGAZINES-OUTDOOR: DUAL		33726	21174	23.5	62.8	117	13418	23.1	39.8	115	19415	24.2	57.6	121				
MAGAZINE IMPERATIVE		52846	30353	33.7	57.4	107	19683	33.9	37.2	108	27268	34.1	51.6	108				
OUTDOOR IMPERATIVE		52140	26649	29.6	51.1	95	17272	29.7	33.1	96	23488	29.3	45.0	94				
MAGAZINES-RADIO: DUAL		37081	22811	25.3	61.5	115	14328	24.7	38.6	112	20928	26.1	56.4	118				
MAGAZINE IMPERATIVE		49747	29436	32.7	59.2	110	19364	33.3	38.9	112	26397	33.0	53.1	111				
RADIO IMPERATIVE		49208	25033	27.8	50.9	95	15821	27.2	32.2	93	21860	27.3	44.4	93				
MAGAZINES-TELEVISION: DUAL		33103	19003	21.1	57.4	107	12123	20.9	36.6	106	17312	21.6	52.3	110				
MAGAZINE IMPERATIVE		54575	34048	37.8	62.4	116	22000	37.9	40.3	116	30788	38.4	56.4	118				
TELEVISION IMPERATIVE		53249	24204	26.9	45.5	85	15546	26.8	29.2	84	21120	26.4	39.7	83				
NEWSPAPERS-OUTDOOR: DUAL		36255	22148	24.6	61.1	114	14552	25.1	40.1	116	20182	25.2	55.7	117				
NEWSPAPER IMPERATIVE		55591	30265	33.6	54.4	101	20067	34.5	36.1	104	26738	33.4	48.1	101				
OUTDOOR IMPERATIVE		48319	25725	28.6	53.2	99	15903	27.4	32.9	95	23040	28.8	47.7	100				
NEWSPAPERS-RADIO: DUAL		37242	22207	24.7	59.6	111	14235	24.5	38.2	110	20108	25.1	54.0	113				
NEWSPAPER IMPERATIVE		54423	30697	34.1	56.4	105	20585	35.4	37.8	109	27381	34.2	50.3	105				
RADIO IMPERATIVE		46650	24849	27.6	53.3	99	15157	26.1	32.5	94	22156	27.7	47.5	99				
NEWSPAPERS-TELEVISION: DUAL		35974	19800	22.0	55.0	103	12865	22.1	35.8	103	17658	22.1	49.1	103				
NEWSPAPER IMPERATIVE		56095	33469	37.2	59.7	111	22236	38.3	39.6	114	30107	37.6	53.7	112				
TELEVISION IMPERATIVE		47170	22487	25.0	47.7	89	13794	23.7	29.2	84	20105	25.1	42.6	89				
OUTDOOR-RADIO: DUAL		33748	19751	21.9	58.5	109	12382	21.3	36.7	106	17903	22.4	53.0	111				
OUTDOOR IMPERATIVE		52785	29370	32.6	55.6	104	19212	33.1	36.4	105	26199	32.7	49.6	104				
RADIO IMPERATIVE		52882	28440	31.6	53.8	100	18097	31.2	34.2	99	25287	31.6	47.8	100				
OUTDOOR-TELEVISION: DUAL		32030	18341	20.4	57.3	107	11669	20.1	36.4	105	16645	20.8	52.0	109				
OUTDOOR IMPERATIVE		54626	31993	35.6	58.6	109	20750	35.7	38.0	110	28643	35.8	52.4	110				
TELEVISION IMPERATIVE		54874	26046	28.9	47.5	88	16700	28.8	30.4	88	23063	28.8	42.0	88				
RADIO-TELEVISION: DUAL		33386	18101	20.1	54.2	101	11166	19.2	33.4	97	16381	20.5	49.1	103				
RADIO IMPERATIVE		53810	31336	34.8	58.2	109	20216	34.8	37.6	108	27927	34.9	51.9	109				
TELEVISION IMPERATIVE		54023	27123	30.1	50.2	94	17605	30.3	32.6	94	24023	30.0	44.5	93			</	

	TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	89989	100.0	53.7	100	58082	100.0	34.6	100	80077	100.0	47.7	100				
ATLANTIC MONTHLY	867	534	0.6	61.6	115	428	0.7	49.4	143	490	0.6	56.5	118				
BARRON'S	1580	1177	1.3	74.5	139	904	1.6	57.2	165	1068	1.3	67.6	142				
BETTER HOMES & GARDENS	22203	12468	13.9	56.2	105	7769	13.4	35.0	101	11465	14.3	51.6	108				
BON APPETIT	3810	2678	3.0	70.3	131	1623	2.8	42.6	123	2523	3.2	66.2	139				
BUSINESS WEEK	4663	3158	3.5	67.7	126	2228	3.8	47.8	138	2895	3.6	62.1	130				
CAR AND DRIVER	3102	2018	2.2	65.1	121	1316	2.3	42.4	123	1870	2.3	60.3	126				
CBS MAGAZINE NETWORK (GROSS)	7311	4831	5.4	66.1	123	3260	5.6	44.6	129	4433	5.5	60.6	127				
CHANGING TIMES	3400	2253	2.5	66.3	124	1471	2.5	43.3	125	2046	2.6	60.2	126				
COLONIAL HOMES	1796	1061	1.2	59.1	110	600	1.0	33.4	96	1026	1.3	57.1	120				
CONDE NAST MAG. PKG. (GROSS)	19924	13201	14.7	66.3	123	6832	11.8	34.3	99	12644	15.8	63.5	133				
CONSUMERS DIGEST	3125	1892	2.1	60.5	113	1457	2.5	46.6	135	1703	2.1	54.5	114				
COSMOPOLITAN	10577	6976	7.8	66.0	123	3954	6.8	37.4	108	6561	8.2	62.0	130				
COUNTRY LIVING	3746	2307	2.6	61.6	115	1439	2.5	38.4	111	2125	2.7	56.7	119				
CUISINE	2214	1571	1.7	71.0	132	1053	1.8	47.6	137	1473	1.8	66.5	139				
CYCLE WORLD	2394	1369	1.5	57.2	107	936	1.6	39.1	113	1235	1.5	51.6	108				
DCI:CREATIVE IDEAS FOR LIV	3068	1654	1.8	53.9	100	981	1.7	32.0	92	1535	1.9	50.0	105				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	5055	5.6	52.9	99	3339	5.7	34.9	101	4577	5.7	47.9	100				
DISCOVER	2277	1475	1.6	64.8	121	946	1.6	41.5	120	1372	1.7	60.3	126				
EBONY	7187	3797	4.2	52.8	98	2316	4.0	32.2	93	3519	4.4	49.0	103				
ESQUIRE	2560	1520	1.7	59.4	111	1022	1.8	39.9	115	1401	1.7	54.7	115				
ESSENCE	3242	1756	2.0	54.2	101	1039	1.8	32.0	93	1645	2.1	50.7	106				
FAMILY CIRCLE	19639	10918	12.1	55.6	104	6428	11.1	32.7	95	10082	12.6	51.3	108				
THE FAMILY HANDYMAN	3540	2155	2.4	60.9	113	1611	2.8	45.5	131	1896	2.4	53.6	112				
FAMILY WEEKLY	23924	12410	13.8	51.9	97	7983	13.7	33.4	96	11079	13.8	46.3	97				
FIELD & STREAM	9883	5548	6.2	56.1	105	3817	6.6	38.6	112	4782	6.0	48.4	101				
FOOD & WINE	1030	731	0.8	71.0	132	449	0.8	43.6	126	690	0.9	67.0	140				
FORBES	2679	2066	2.3	77.1	144	1602	2.8	59.8	173	1834	2.3	68.5	143				
FORTUNE	2931	2165	2.4	73.9	138	1499	2.6	51.1	148	2086	2.6	71.2	149				
GENTLEMEN'S QUARTERLY	3481	2486	2.8	71.4	133	1414	2.4	40.6	117	2401	3.0	69.0	144				
GLAMOUR	7163	4707	5.2	65.7	122	2432	4.2	34.0	98	4529	5.7	63.2	132				
GOLF DIGEST	2355	1628	1.8	69.1	129	1189	2.0	50.5	146	1463	1.8	62.1	130				
GOLF DIGEST/TENNIS (GROSS)	3610	2450	2.7	67.9	126	1710	2.9	47.4	137	2190	2.7	60.7	127				
GOLF MAGAZINE	2046	1347	1.5	65.8	123	956	1.6	46.7	135	1215	1.5	59.4	124				
GOLF MAGAZINE/SKI (GROSS)	3547	2370	2.6	66.8	125	1617	2.8	45.6	132	2176	2.7	61.3	128				
GOOD HOUSEKEEPING	20353	11436	12.7	56.2	105	6712	11.6	33.0	95	10486	13.1	51.5	108				
HARPER'S BAZAAR	3362	2187	2.4	65.1	121	1039	1.8	30.9	89	2116	2.6	62.9	132				
HEALTH	2987	1515	1.7	50.7	95	946	1.6	31.7	91	1419	1.8	47.5	100				
HEARST MAG CORP. BUY (GROSS)	67928	40711	45.2	59.9	112	24829	42.7	36.6	106	37774	47.2	55.6	116				
HEARST MAN POWER (GROSS)	11282	6513	7.2	57.7	108	4944	8.5	43.8	127	5818	7.3	51.6	108				
HEARST WOMAN POWER (GROSS)	40514	24038	26.7	59.3	111	13835	23.8	34.1	99	22410	28.0	55.3	116				
HOUSE BEAUTIFUL	4885	3066	3.4	62.8	117	1917	3.3	39.2	113	2858	3.6	58.5	123				
INC.	1308	991	1.1	75.8	141	736	1.3	56.3	162	948	1.2	72.5	152				
JET	6498	3631	4.0	55.9	104	2279	3.9	35.1	101	3344	4.2	51.5	108				
LADIES' HOME JOURNAL	14797	8245	9.2	55.7	104	4827	8.3	32.6	94	7764	9.7	52.5	110				
LHJ FAMILY GRP COMBO(GROSS)	21743	12308	13.7	56.6	106	7331	12.6	33.7	97	11536	14.4	53.1	111				
LIFE	9881	6275	7.0	63.5	118	3817	6.6	38.6	112	5776	7.2	58.5	122				
L.A. TIMES HOME MAGAZINE	2775	1766	2.0	63.6	119	1062	1.8	38.3	111	1697	2.1	61.2	128				
MADEMOISELLE	4219	2808	3.1	66.6	124	1515	2.6	35.9	104	2638	3.3	62.5	131				
MC CALL'S	16422	9337	10.4	56.9	106	5276	9.1	32.1	93	8779	11.0	53.5	112				
MC CALL'S/MRK MOTHER (GROSS)	17919	10216	11.4	57.0	106	5873	10.1	32.8	95	9628	12.0	53.7	113				
MECHANIX ILLUSTRATED	4433	2531	2.8	57.1	106	2010	3.5	45.3	131	2217	2.8	50.0	105				
METROPOLITAN HOME	1504	980	1.1	65.2	121	558	1.0	37.1	107	954	1.2	63.4	133				
MONEY	4723	3238	3.6	68.6	128	2279	3.9	48.3	139	3043	3.8	64.4	135				
MOTHER EARTH NEWS	2325	1497	1.7	64.4	120	1029	1.8	44.3	128	1265	1.6	54.4	114				
MS.	1189	924	1.0	77.7	145	566	1.0	47.6	137	861	1.1	72.4	152				
NATIONAL ENQUIRER	18892	9811	10.9	51.9	97	5960	10.3	31.5	91	8966	11.2	47.5	99				
NATIONAL GEOGRAPHIC	22129	13736	15.3	62.1	116	9547	16.4	43.1	125	12483	15.6	56.4	118				
NATIONAL SUNDAY MAGAZINE PKG	103750	59694	66.3	57.5	107	38941	67.0	37.5	108	53567	66.9	51.6	108				
NATURAL HISTORY	1379	959	1.1	69.5	130	667	1.1	48.4	140	867	1.1	62.9	132				
NEW WOMAN	2289	1338	1.5	58.5	109	696	1.2	30.4	88	1210	1.5	52.9	111				
NEW YORK INCLUDING CUE	1088	777	0.9	71.4	133	443	0.8	40.7	118	740	0.9	68.0	142				
THE NEW YORKER	2459	1798	2.0	73.1	136	1126	1.9	45.8	132	1729	2.2	70.3	147				
NEWSWEEK	16527	10484	11.7	63.4	118	7068	12.2	42.8	123	9454	11.8	57.2	120				
THE N.Y. TIMES DAILY EDITION	2739	2030	2.3	74.1	138	1492	2.6	54.5	157	1922	2.4	70.2	147				
THE N.Y. TIMES MAGAZINE	4443	3328	3.7	74.9	140	2231	3.8	50.2	145	3110	3.9	70.0	147				
OMNI	2799	1954	2.2	69.8	130	1340	2.3	47.9	138	1787	2.2	63.8	134				
ON CABLE	2209	1375	1.5	62.2	116	1003	1.7	45.4	131	1208	1.5	54.7	115				
1001 HOME IDEAS	3959	2548	2.8	64.4	120	1558	2.7	39.4	114	2352	2.9	59.4	124				
ORGANIC GARDENING	3111	1575	1.8	50.6	94	1082	1.9	34.8	100	1375	1.7	44.2	93				
OUTDOOR LIFE	5024	2948	3.3	58.7	109	2115	3.6	42.1	122	2539	3.2	50.5	106				
PARADE MAGAZINE	51292	30504	33.9	59.5	111	20080	34.6	39.1	113	27221	34.0	53.1	111				

	TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL ADULTS	167727	89989	100.0	53.7	100	58082	100.0	34.6	100	80077	100.0	47.7	100				
PARENTS	5298	3219	3.6	60.8	113	1886	3.2	35.6	103	2982	3.7	56.3	118				
PENTHOUSE	5129	3711	4.1	72.4	135	2753	4.7	53.7	155	3382	4.2	65.9	138				
PEOPLE	21070	13595	15.1	64.5	120	8082	13.9	38.4	111	12719	15.9	60.4	126				
PLAYBOY	10562	7447	8.3	70.5	131	5078	8.7	48.1	139	6804	8.5	64.4	135				
POPULAR HOT RODDING	2498	1485	1.7	59.4	111	1082	1.9	43.3	125	1325	1.7	53.0	111				
POPULAR MECHANICS	5887	3228	3.6	54.8	102	2443	4.2	41.5	120	2877	3.6	48.9	102				
POPULAR SCIENCE	4317	2753	3.1	63.8	119	2115	3.6	49.0	141	2436	3.0	56.4	118				
PREVENTION	5792	2978	3.3	51.4	96	1884	3.2	32.5	94	2728	3.4	47.1	99				
PSYCHOLOGY TODAY	3284	2165	2.4	65.9	123	1399	2.4	42.6	123	1967	2.5	59.9	125				
READER'S DIGEST	40046	21602	24.0	53.9	101	14189	24.4	35.4	102	19293	24.1	48.2	101				
REDBOOK	9584	5626	6.3	58.7	109	3168	5.5	33.1	95	5363	6.7	56.0	117				
ROAD & TRACK	2590	1854	2.1	71.6	133	1213	2.1	46.8	135	1699	2.1	65.6	137				
ROLLING STONE	3302	2526	2.8	76.5	143	1525	2.6	46.2	133	2410	3.0	73.0	153				
RUNNER'S WORLD	1229	779	0.9	63.4	118	496	0.9	40.4	117	675	0.8	54.9	115				
SATURDAY EVENING POST	2110	1248	1.4	59.1	110	865	1.5	41.0	118	1171	1.5	55.5	116				
SCIENCE 84	1543	1025	1.1	66.4	124	679	1.2	44.0	127	1009	1.3	65.4	137				
SCIENCE DIGEST	1747	1077	1.2	61.6	115	779	1.3	44.6	129	958	1.2	54.8	115				
SCIENTIFIC AMERICAN	1994	1459	1.6	73.2	136	977	1.7	49.0	141	1292	1.6	64.8	136				
SELF	3119	2211	2.5	70.9	132	1161	2.0	37.2	107	2080	2.6	66.7	140				
SEVENTEEN	3923	2377	2.6	60.6	113	1172	2.0	29.9	86	2266	2.8	57.8	121				
SKI	1501	1023	1.1	68.2	127	661	1.1	44.0	127	961	1.2	64.0	134				
SMITHSONIAN	5976	3977	4.4	66.5	124	2769	4.8	46.3	134	3667	4.6	61.4	129				
SOAP OPERA DIGEST	4228	2292	2.5	54.2	101	1368	2.4	32.4	93	2179	2.7	51.5	108				
SOUTHERN LIVING	6488	3400	3.8	52.4	98	2358	4.1	36.3	105	3043	3.8	46.9	98				
SPORT	3500	2227	2.5	63.6	119	1571	2.7	44.9	130	1960	2.4	56.0	117				
THE SPORTING NEWS	2456	1606	1.8	65.4	122	967	1.7	39.4	114	1460	1.8	59.4	125				
SPORTS AFIELD	3648	2208	2.5	60.5	113	1723	3.0	47.2	136	1984	2.5	54.4	114				
SPORTS ILLUSTRATED	14484	9239	10.3	63.8	119	6321	10.9	43.6	126	8289	10.4	57.2	120				
STAR	12661	6730	7.5	53.2	99	3949	6.8	31.2	90	6168	7.7	48.7	102				
SUNDAY	52799	31856	35.4	60.3	112	20955	36.1	39.7	115	28575	35.7	54.1	113				
SUNSET	3513	2466	2.7	70.2	131	1646	2.8	46.9	135	2294	2.9	65.3	137				
TV GUIDE	42766	23930	26.6	56.0	104	14343	24.7	33.5	97	21652	27.0	50.6	106				
TENNIS	1254	822	0.9	65.6	122	521	0.9	41.5	120	726	0.9	57.9	121				
TIME	22054	14178	15.8	64.3	120	9257	15.9	42.0	121	12914	16.1	58.6	123				
TOWN & COUNTRY	1555	1034	1.1	66.5	124	671	1.2	43.2	125	965	1.2	62.1	130				
TRAVEL & LEISURE	2173	1654	1.8	76.1	142	1171	2.0	53.9	156	1562	2.0	71.9	151				
TRUE STORY	4636	2240	2.5	48.3	90	1304	2.2	28.1	81	2097	2.6	45.2	95				
U.S. NEWS & WORLD REPORT	10353	6146	6.8	59.4	111	4216	7.3	40.7	118	5529	6.9	53.4	112				
USA TODAY	4994	3330	3.7	66.7	124	2107	3.6	42.2	122	3072	3.8	61.5	129				
US	3528	2394	2.7	67.9	126	1463	2.5	41.5	120	2223	2.8	63.0	132				
VOGUE	5424	3475	3.9	64.1	119	1724	3.0	31.8	92	3397	4.2	62.6	131				
WALL STREET JOURNAL	6292	4352	4.8	69.2	129	3160	5.4	50.2	145	3989	5.0	63.4	133				
WEIGHT WATCHERS	2762	1638	1.8	59.3	111	1039	1.8	37.6	109	1454	1.8	52.6	110				
WOMAN'S DAY	16320	8973	10.0	55.0	102	5102	8.8	31.3	90	8377	10.5	51.3	108				
WORKING MOTHER	1496	880	1.0	58.8	110	597	1.0	39.9	115	849	1.1	56.8	119				
WORKING WOMAN	1851	1183	1.3	63.9	119	799	1.4	43.2	125	1139	1.4	61.5	129				
WORLD TENNIS	580	409	0.5	70.5	131	*305	0.5	52.6	152	392	0.5	67.6	142				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	8066	9.0	65.0	121	5594	9.6	45.1	130	7393	9.2	59.6	125				
BLAIR INSERTS	91671	54150	60.2	59.1	110	35589	61.3	38.8	112	48720	60.8	53.1	111				
DAILY NEWSPAPERS																	
READ ANY	109190	60947	67.7	55.8	104	39900	68.7	36.5	106	54248	67.7	49.7	104				
READ ONE	89587	49124	54.6	54.8	102	31792	54.7	35.5	102	43722	54.6	48.8	102				
READ TWO OR MORE	19602	11823	13.1	60.3	112	8108	14.0	41.4	119	10526	13.1	53.7	112				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	62927	69.9	57.4	107	41093	70.7	37.5	108	56484	70.5	51.5	108				
READ ONE	95074	53507	59.5	56.3	105	34926	60.1	36.7	106	48005	59.9	50.5	106				
READ TWO OR MORE	14588	9419	10.5	64.6	120	6167	10.6	42.3	122	8479	10.6	58.1	122				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.60				30.20				31.11							
30 DAY REACH	149706	81697	90.8	54.6	102	52538	90.5	35.1	101	72969	91.1	48.7	102				
50 SHWG - 30 DAY AV FREQ	15.16	15.99				15.79				16.24							
30 DAY REACH	142406	78272	87.0	55.0	102	50287	86.6	35.3	102	69954	87.4	49.1	103				
25 SHWG - 30 DAY AV FREQ	8.23	8.62				8.55				8.74							
30 DAY REACH	131152	72633	80.7	55.4	103	46499	80.1	35.5	102	65084	81.3	49.6	104				
CABLE TV: HOME WIRED	66879	38794	43.1	58.0	108	25447	43.8	38.0	110	34256	42.8	51.2	107				
HOME NOT WIRED	100848	51194	56.9	50.8	95	32635	56.2	32.4	93	45820	57.2	45.4	95				
HAVE PAY CABLE	35024	22256	24.7	63.5	118	14392	24.8	41.1	119	20007	25.0	57.1	120				

	TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	45672	100.0	57.6	100	33427	100.0	42.2	100	39101	100.0	49.3	100				
HOUSEHOLD HEADS	66405	38242	83.7	57.6	100	28540	85.4	43.0	102	32436	83.0	48.8	99				
18 - 24	13945	8327	18.2	59.7	104	5575	16.7	40.0	95	7491	19.2	53.7	109				
25 - 34	19334	12097	26.5	62.6	109	8511	25.5	44.0	104	10733	27.4	55.5	113				
35 - 44	14196	8996	19.7	63.4	110	6936	20.7	48.9	116	7873	20.1	55.5	112				
45 - 54	10896	6286	13.8	57.7	100	4918	14.7	45.1	107	5164	13.2	47.4	96				
55 - 64	10378	5562	12.2	53.6	93	4058	12.1	39.1	93	4713	12.1	45.4	92				
65 OR OLDER	10514	4404	9.6	41.9	73	3429	10.3	32.6	77	3127	8.0	29.7	60				
18 - 34	33279	20424	44.7	61.4	107	14086	42.1	42.3	100	18224	46.6	54.8	111				
18 - 49	52904	32426	71.0	61.3	106	23434	70.1	44.3	105	28488	72.9	53.8	109				
25 - 54	44426	27379	59.9	61.6	107	20365	60.9	45.8	109	23771	60.8	53.5	108				
35 - 49	19625	12002	26.3	61.2	106	9348	28.0	47.6	113	10263	26.2	52.3	106				
50 OR OLDER	26359	13246	29.0	50.3	87	9993	29.9	37.9	90	10614	27.1	40.3	82				
GRADUATED COLLEGE	15982	11284	24.7	70.6	123	8317	24.9	52.0	123	10003	25.6	62.6	127				
ATTENDED COLLEGE	13629	8571	18.8	62.9	109	6353	19.0	46.6	111	7598	19.4	55.7	113				
GRADUATED HIGH SCHOOL	28591	16808	36.8	58.8	102	12426	37.2	43.5	103	14125	36.1	49.4	100				
DID NOT GRADUATE HIGH SCHOOL	21061	9010	19.7	42.8	74	6331	18.9	30.1	71	7376	18.9	35.0	71				
EMPLOYED FULL-TIME	52316	32196	70.5	61.5	107	23533	70.4	45.0	107	27820	71.1	53.2	108				
EMPLOYED PART-TIME	4113	2397	5.2	58.3	101	1692	5.1	41.1	98	2090	5.3	50.8	103				
NOT EMPLOYED	22834	11080	24.3	48.5	84	8203	24.5	35.9	85	9191	23.5	40.3	82				
PROFESSIONAL/MANAGER	15034	10188	22.3	67.8	118	7628	22.8	50.7	120	9080	23.2	60.4	122				
TECH/CLERICAL/SALES	11255	7256	15.9	64.5	112	5142	15.4	45.7	108	6408	16.4	56.9	115				
PRECISION/CRAFT	11607	6786	14.9	58.5	101	5041	15.1	43.4	103	5643	14.4	48.6	99				
OTHER EMPLOYED	18534	10363	22.7	55.9	97	7414	22.2	40.0	95	8780	22.5	47.4	96				
SINGLE	19562	12005	26.3	61.4	107	8027	24.0	41.0	97	10802	27.6	55.2	112				
MARRIED	51896	29134	63.8	56.1	97	21978	65.7	42.4	100	24472	62.6	47.2	96				
DIVORCED/SEPARATED/WIDOWED	7804	4533	9.9	58.1	101	3422	10.2	43.8	104	3827	9.8	49.0	99				
PARENTS	25372	14748	32.3	58.1	101	11021	33.0	43.4	103	12842	32.8	50.6	103				
WHITE	69658	40293	88.2	57.8	100	29814	89.2	42.8	101	34212	87.5	49.1	100				
BLACK	7909	4343	9.5	54.9	95	2890	8.6	36.5	87	3949	10.1	49.9	101				
OTHER	1696	1036	2.3	61.1	106	724	2.2	42.7	101	940	2.4	55.4	112				
NORTHEAST-CENSUS	17202	10833	23.7	63.0	109	7849	23.5	45.6	108	9346	23.9	54.3	110				
NORTH CENTRAL	20461	11601	25.4	56.7	98	8382	25.1	41.0	97	9814	25.1	48.0	97				
SOUTH	26695	13528	29.6	50.7	88	10594	31.7	39.7	94	11048	28.3	41.4	84				
WEST	14906	9710	21.3	65.1	113	6601	19.7	44.3	105	8894	22.7	59.7	121				
NORTHEAST-MKTG.	17962	11377	24.9	63.3	110	8131	24.3	45.3	107	9777	25.0	54.4	110				
EAST CENTRAL	11741	6095	13.3	51.9	90	4743	14.2	40.4	96	4979	12.7	42.4	86				
WEST CENTRAL	13518	8204	18.0	60.7	105	5872	17.6	43.4	103	7044	18.0	52.1	106				
SOUTH	23168	11583	25.4	50.0	87	9150	27.4	39.5	94	9536	24.4	41.2	83				
PACIFIC	12874	8414	18.4	65.4	113	5532	16.5	43.0	102	7766	19.9	60.3	122				
COUNTY SIZE A	32596	20554	45.0	63.1	109	14539	43.5	44.6	106	18082	46.2	55.5	112				
COUNTY SIZE B	23814	13893	30.4	58.3	101	10405	31.1	43.7	104	11877	30.4	49.9	101				
COUNTY SIZE C	12663	6574	14.4	51.9	90	4951	14.8	39.1	93	5527	14.1	43.6	88				
COUNTY SIZE D	10190	4652	10.2	45.7	79	3532	10.6	34.7	82	3615	9.2	35.5	72				
METRO CENTRAL CITY	23190	14650	32.1	63.2	110	10377	31.0	44.7	106	13091	33.5	56.5	114				
METRO SUBURBAN	36920	21793	47.7	59.0	102	15944	47.7	43.2	102	18760	48.0	50.8	103				
NON METRO	19152	9229	20.2	48.2	84	7106	21.3	37.1	88	7251	18.5	37.9	77				
TOP 5 ADI'S	18703	12273	26.9	65.6	114	8356	25.0	44.7	106	11062	28.3	59.1	120				
TOP 10 ADI'S	26158	16572	36.3	63.4	110	11702	35.0	44.7	106	14572	37.3	55.7	113				
TOP 20 ADI'S	36612	22530	49.3	61.5	107	16062	48.1	43.9	104	19679	50.3	53.8	109				
HSGLD INC. \$50,000 OR MORE	9326	6094	13.3	65.3	113	4530	13.6	48.6	115	5331	13.6	57.2	116				
\$40,000 OR MORE	18002	11450	25.1	63.6	110	8641	25.9	48.0	114	10015	25.6	55.6	113				
\$30,000 OR MORE	31361	20309	44.5	64.8	112	15313	45.8	48.8	116	17721	45.3	56.5	115				
\$25,000 OR MORE	39858	25562	56.0	64.1	111	19062	57.0	47.8	113	22146	56.6	55.6	113				
\$20,000 - \$24,999	8664	4879	10.7	56.3	98	3574	10.7	41.3	98	4196	10.7	48.4	98				
\$15,000 - \$19,999	7964	4563	10.0	57.3	99	3242	9.7	40.7	97	3783	9.7	47.5	96				
\$10,000 - \$14,999	11093	5679	12.4	51.2	89	4309	12.9	38.8	92	4698	12.0	42.4	86				
UNDER \$10,000	11683	4989	10.9	42.7	74	3240	9.7	27.7	66	4279	10.9	36.6	74				
HOUSEHOLD OF 1 PERSON	7453	4501	9.9	60.4	105	3316	9.9	44.5	106	3887	9.9	52.2	106				
2 PEOPLE	24757	14072	30.8	56.8	99	10443	31.2	42.2	100	11673	29.9	47.2	96				
3 OR 4 PEOPLE	32682	19126	41.9	58.5	102	14108	42.2	43.2	102	16442	42.1	50.3	102				
5 OR MORE PEOPLE	14370	7974	17.5	55.5	96	5560	16.6	38.7	92	7099	18.2	49.4	100				
NO CHILD IN HSHLD	46768	26837	58.8	57.4	100	19730	59.0	42.2	100	22636	57.9	48.4	98				
CHILD(REN) UNDER 2 YRS	4799	2674	5.9	55.7	97	2009	6.0	41.9	99	2352	6.0	49.0	99				
2 - 5 YEARS	11125	6526	14.3	58.7	102	4486	13.4	40.3	96	5748	14.7	51.7	105				
6 - 11 YEARS	14193	8324	18.2	58.6	102	5816	17.4	41.0	97	7405	18.9	52.2	106				
12 - 17 YEARS	17402	9911	21.7	57.0	99	7245	21.7	41.6	99	8547	21.9	49.1	100				
RESIDENCE OWNED	56398	31451	68.9	55.8	97	23907	71.5	42.4	101	26619	68.1	47.2	96				
VALUE: \$50,000 OR MORE	34811	21119	46.2	60.7	105	15992	47.8	45.9	109	18340	46.9	52.7	107				
VALUE: UNDER \$50,000	21587	10332	22.6	47.9	83	7915	23.7	36.7	87	8279	21.2	38.4	78				

DRINK DISTILLED LIQUORS
(MALES)

		TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS				A '000	B % DOWN	C ACROSS %	D
			A '000	B % DOWN	C ACROSS %	D	A '000	B % DOWN	C ACROSS %	D	A '000	B % DOWN	C ACROSS %	D				
TOTAL MALES		79263	45672	100.0	57.6	100	33427	100.0	42.2	100	39101	100.0	49.3	100				
MAGAZINES	QUINTILE 1	16033	10892	23.8	67.9	118	7897	23.6	49.3	117	9812	25.1	61.2	124				
	QUINTILE 2	15354	9407	20.6	61.3	106	6843	20.5	44.6	106	8215	21.0	53.5	108				
	QUINTILE 3	15888	9142	20.0	57.5	100	6800	20.3	42.8	101	7681	19.6	48.3	98				
	QUINTILE 4	17310	9313	20.4	53.8	93	6811	20.4	39.3	93	7812	20.0	45.1	91				
	QUINTILE 5	14677	6918	15.1	47.1	82	5076	15.2	34.6	82	5580	14.3	38.0	77				
NEWSPAPERS	QUINTILE 1	15277	9863	21.6	64.6	112	7275	21.8	47.6	113	8476	21.7	55.5	112				
	QUINTILE 2	22745	13640	29.9	60.0	104	10025	30.0	44.1	105	11798	30.2	51.9	105				
	QUINTILE 3	10692	6182	13.5	57.8	100	4526	13.5	42.3	100	5342	13.7	50.0	101				
	QUINTILE 4	11646	6601	14.5	56.7	98	4776	14.3	41.0	97	5482	14.0	47.1	95				
	QUINTILE 5	18903	9387	20.6	49.7	86	6825	20.4	36.1	86	8003	20.5	42.3	86				
OUTDOOR	QUINTILE 1	16620	10284	22.5	61.9	107	7239	21.7	43.6	103	9009	23.0	54.2	110				
	QUINTILE 2	16377	9899	21.7	60.4	105	7212	21.6	44.0	104	8615	22.0	52.6	107				
	QUINTILE 3	15995	9142	20.0	57.2	99	6736	20.2	42.1	100	7844	20.1	49.0	99				
	QUINTILE 4	15592	8630	18.9	55.3	96	6258	18.7	40.1	95	7263	18.6	46.6	94				
	QUINTILE 5	14679	7717	16.9	52.6	91	5982	17.9	40.8	97	6371	16.3	43.4	88				
RADIO-DRIVE TIME	QUINTILE 1	15746	9238	20.2	58.7	102	6606	19.8	42.0	99	8010	20.5	50.9	103				
	QUINTILE 2	15067	9321	20.4	61.9	107	6943	20.8	46.1	109	8095	20.7	53.7	109				
	QUINTILE 3	15631	9269	20.3	59.3	103	6485	19.4	41.5	98	7897	20.2	50.5	102				
	QUINTILE 4	16245	9533	20.9	58.7	102	7055	21.1	43.4	103	8320	21.3	51.2	104				
	QUINTILE 5	16573	8311	18.2	50.1	87	6337	19.0	38.2	91	6780	17.3	40.9	83				
RADIO-MID- DAY	TERCILE 1	21788	12928	28.3	59.3	103	9342	27.9	42.9	102	11243	28.8	51.6	105				
	TERCILE 2	21151	12165	26.6	57.5	100	8863	26.5	41.9	99	10279	26.3	48.6	99				
	TERCILE 3	36323	20579	45.1	56.7	98	15222	45.5	41.9	99	17579	45.0	48.4	98				
RADIO-TOTAL	QUINTILE 1	15977	9669	21.2	60.5	105	6896	20.6	43.2	102	8394	21.5	52.5	107				
	QUINTILE 2	15923	9467	20.7	59.5	103	6861	20.5	43.1	102	8253	21.1	51.8	105				
	QUINTILE 3	14980	9240	20.2	61.7	107	6810	20.4	45.5	108	8052	20.6	53.8	109				
	QUINTILE 4	17123	9650	21.1	56.4	98	6824	20.4	39.9	95	8193	21.0	47.8	97				
	QUINTILE 5	15260	7646	16.7	50.1	87	6037	18.1	39.6	94	6210	15.9	40.7	82				
TV-PRIME TIME	QUINTILE 1	15674	8345	18.3	53.2	92	5891	17.6	37.6	89	7371	18.9	47.0	95				
	QUINTILE 2	15944	9637	21.1	60.4	105	7065	21.1	44.3	105	8292	21.2	52.0	105				
	QUINTILE 3	16037	9698	21.2	60.5	105	7023	21.0	43.8	104	8340	21.3	52.0	105				
	QUINTILE 4	15412	9048	19.8	58.7	102	6878	20.6	44.6	106	7506	19.2	48.7	99				
	QUINTILE 5	16194	8944	19.6	55.2	96	6571	19.7	40.6	96	7592	19.4	46.9	95				
TV-DAYTIME	TERCILE 1	19156	9895	21.7	51.7	90	7027	21.0	36.7	87	8275	21.2	43.2	88				
	TERCILE 2	19343	11205	24.5	57.9	101	8385	25.1	43.3	103	9834	25.2	50.8	103				
	TERCILE 3	40764	24572	53.8	60.3	105	18015	53.9	44.2	105	20992	53.7	51.5	104				
TV-TOTAL	QUINTILE 1	15844	8324	18.2	52.5	91	5933	17.7	37.4	89	7298	18.7	46.1	93				
	QUINTILE 2	15767	9108	19.9	57.8	100	6494	19.4	41.2	98	7804	20.0	49.5	100				
	QUINTILE 3	15775	9313	20.4	59.0	102	6759	20.2	42.8	102	7952	20.3	50.4	102				
	QUINTILE 4	15903	9699	21.2	61.0	106	7213	21.6	45.4	108	8225	21.0	51.7	105				
	QUINTILE 5	15974	9229	20.2	57.8	100	7028	21.0	44.0	104	7823	20.0	49.0	99				
MAGAZINES-NEWSPAPERS: DUAL		21225	13964	30.6	65.8	114	10247	30.7	48.3	114	12484	31.9	58.8	119				
MAGAZINE IMPERATIVE		17728	10563	23.1	59.6	103	7557	22.6	42.6	101	9181	23.5	51.8	105				
NEWSPAPER IMPERATIVE		22987	12955	28.4	56.4	98	9579	28.7	41.7	99	10589	27.1	46.1	93				
MAGAZINES-OUTDOOR: DUAL		16244	10493	23.0	64.6	112	7492	22.4	46.1	109	9338	23.9	57.5	117				
MAGAZINE IMPERATIVE		24016	14742	32.3	61.4	107	10960	32.8	45.6	108	12707	32.5	52.9	107				
OUTDOOR IMPERATIVE		26020	14454	31.6	55.5	96	10455	31.3	40.2	95	12294	31.4	47.2	96				
MAGAZINES-RADIO: DUAL		16918	11027	24.1	65.2	113	7883	23.6	46.6	110	9818	25.1	58.0	118				
MAGAZINE IMPERATIVE		23456	14555	31.9	62.1	108	10826	32.4	46.2	109	12550	32.1	53.5	108				
RADIO IMPERATIVE		23900	13254	29.0	55.5	96	9653	28.9	40.4	96	11181	28.6	46.8	95				
MAGAZINES-TELEVISION: DUAL		15791	9567	20.9	60.6	105	6914	20.7	43.8	104	8473	21.7	53.7	109				
MAGAZINE IMPERATIVE		25476	16545	36.2	64.9	113	12160	36.4	47.7	113	14379	36.8	56.4	114				
TELEVISION IMPERATIVE		25744	13098	28.7	50.9	88	9422	28.2	36.6	87	10981	28.1	42.7	86				
NEWSPAPERS-OUTDOOR: DUAL		17628	11176	24.5	63.4	110	8085	24.2	45.9	109	9796	25.1	55.6	113				
NEWSPAPER IMPERATIVE		26414	15550	34.0	58.9	102	11623	34.8	44.0	104	13248	33.9	50.2	102				
OUTDOOR IMPERATIVE		23059	13005	28.5	56.4	98	9359	28.0	40.6	96	11263	28.8	48.8	99				
NEWSPAPERS-RADIO: DUAL		17996	11448	25.1	63.6	110	8149	24.4	45.3	107	10084	25.8	56.0	114				
NEWSPAPER IMPERATIVE		26269	15706	34.4	59.8	104	11781	35.2	44.8	106	13398	34.3	51.0	103				
RADIO IMPERATIVE		21342	12077	26.4	56.6	98	8731	26.1	40.9	97	10459	26.7	49.0	99				
NEWSPAPERS-TELEVISION: DUAL		17359	10422	22.8	60.0	104	7418	22.2	42.7	101	8871	22.7	51.1	104				
NEWSPAPER IMPERATIVE		26889	16890	37.0	62.8	109	12686	38.0	47.2	112	14633	37.4	54.4	110				
TELEVISION IMPERATIVE		21698	11122	24.4	51.3	89	7934	23.7	36.6	87	9694	24.8	44.7	91				
OUTDOOR-RADIO: DUAL		16456	9928	21.7	60.3	105	7041	21.1	42.8	101	8664	22.2	52.6	107				
OUTDOOR IMPERATIVE		25870	15292	33.5	59.1	103	11075	33.1	42.8	102	13124	33.6	50.7	103				
RADIO IMPERATIVE		23943	14061	30.8	58.7	102	10286	30.8	43.0	102	12139	31.0	50.7	103				
OUTDOOR-TELEVISION: DUAL		15918	9530	20.9	59.9	104	6588	19.7	41.4	98	8376	21.4	52.6	107				
OUTDOOR IMPERATIVE		26398	16200	35.5	61.4	107	12090	36.2	45.8	109	13944	35.7	52.8	107				
TELEVISION IMPERATIVE		24851	13078	28.6	52.6	91	9695	29.0	39.0	93	11124	28.4	44.8	91				
RADIO-TELEVISION: DUAL		15584	9055	19.8	58.1	101	6520	19.5	41.8	99	7898	20.2	50.7	103				
RADIO IMPERATIVE		25472	15708	34.4	61.7	107	11520	34.5	45.2	107	13563	34.7	53.2	108				
TELEVISION IMPERATIVE		25578	14074	30.8	55.0	95	10073	30.1	39.4	93	11945	30.5	46.7	95				

	TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS				A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX				
TOTAL MALES	79263	45672	100.0	57.6	100	33427	100.0	42.2	100	39101	100.0	49.3	100				
ATLANTIC MONTHLY	452	334	0.7	73.9	128	294	0.9	65.0	154	319	0.8	70.6	143				
BARRON'S	1058	795	1.7	75.1	130	659	2.0	62.3	148	703	1.8	66.4	135				
BETTER HOMES & GARDENS	4773	2977	6.5	62.4	108	2270	6.8	47.6	113	2714	6.9	56.9	115				
BON APPETIT	1037	822	1.8	79.3	138	621	1.9	59.9	142	758	1.9	73.1	148				
BUSINESS WEEK	3193	2266	5.0	71.0	123	1715	5.1	53.7	127	2048	5.2	64.1	130				
CAR AND DRIVER	2705	1789	3.9	66.1	115	1201	3.6	44.4	105	1646	4.2	60.9	123				
CBS MAGAZINE NETWORK (GROSS)	5678	3813	8.3	67.2	117	2643	7.9	46.5	110	3439	8.8	60.6	123				
CHANGING TIMES	1847	1392	3.0	75.4	131	1008	3.0	54.6	129	1226	3.1	66.4	135				
COLONIAL HOMES	492	324	0.7	65.9	114	223	0.7	45.3	107	301	0.8	61.2	124				
CONDE NAST MAG. PKG. (GROSS)	2066	1519	3.3	73.5	128	1050	3.1	50.8	121	1405	3.6	68.0	138				
CONSUMERS DIGEST	1719	1054	2.3	61.3	106	917	2.7	53.3	126	918	2.3	53.4	108				
COSMOPOLITAN	1762	1192	2.6	67.7	117	795	2.4	45.1	107	1116	2.9	63.3	128				
COUNTRY LIVING	1110	677	1.5	61.0	106	529	1.6	47.7	113	566	1.4	51.0	103				
CUISINE	660	512	1.1	77.6	135	383	1.1	58.0	138	465	1.2	70.5	143				
CYCLE WORLD	1924	1103	2.4	57.3	99	759	2.3	39.4	94	980	2.5	50.9	103				
DCI:CREATIVE IDEAS FOR LIV	437	300	0.7	68.6	119	*257	0.8	58.8	139	266	0.7	60.9	123				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1558	3.4	62.5	109	1321	4.0	53.0	126	1298	3.3	52.1	106				
DISCOVER	1279	887	1.9	69.4	120	661	2.0	51.7	123	807	2.1	63.1	128				
EBONY	2898	1760	3.9	60.7	105	1164	3.5	40.2	95	1600	4.1	55.2	112				
ESQUIRE	1384	947	2.1	68.4	119	714	2.1	51.6	122	867	2.2	62.6	127				
ESSENCE	850	565	1.2	66.5	115	379	1.1	44.6	106	532	1.4	62.6	127				
FAMILY CIRCLE	2430	1529	3.3	62.9	109	1182	3.5	48.6	115	1289	3.3	53.0	108				
THE FAMILY HANDYMAN	2356	1501	3.3	63.7	111	1196	3.6	50.8	120	1249	3.2	53.0	107				
FAMILY WEEKLY	11533	6351	13.9	55.1	96	4564	13.7	39.6	94	5467	14.0	47.4	96				
FIELD & STREAM	7444	4280	9.4	57.5	100	3192	9.5	42.9	102	3576	9.1	48.0	97				
FOOD & WINE	416	293	0.6	70.4	122	224	0.7	53.8	128	276	0.7	66.3	134				
FORBES	1865	1465	3.2	78.6	136	1242	3.7	66.6	158	1255	3.2	67.3	136				
FORTUNE	1849	1399	3.1	75.7	131	1064	3.2	57.5	136	1337	3.4	72.3	147				
GENTLEMEN'S QUARTERLY	2284	1621	3.5	71.0	123	1011	3.0	44.3	105	1543	3.9	67.6	137				
GLAMOUR	538	423	0.9	78.6	136	*304	0.9	56.5	134	375	1.0	69.7	141				
GOLF DIGEST	1649	1141	2.5	69.2	120	908	2.7	55.1	131	997	2.5	60.5	123				
GOLF DIGEST/TENNIS (GROSS)	2294	1562	3.4	68.1	118	1239	3.7	54.0	128	1365	3.5	59.5	121				
GOLF MAGAZINE	1577	1041	2.3	66.0	115	810	2.4	51.4	122	921	2.4	58.4	118				
GOLF MAGAZINE/SKI (GROSS)	2487	1668	3.7	67.1	116	1277	3.8	51.3	122	1501	3.8	60.4	122				
GOOD HOUSEKEEPING	2569	1568	3.4	61.0	106	1159	3.5	45.1	107	1314	3.4	51.1	104				
HARPER'S BAZAAR	431	*312	0.7	72.4	126	*188	0.6	43.6	103	*311	0.8	72.2	146				
HEALTH	788	401	0.9	50.9	88	283	0.8	35.9	85	384	1.0	48.7	99				
HEARST MAG CORP. BUY (GROSS)	18781	11692	25.6	62.3	108	8882	26.6	47.3	112	10381	26.5	55.3	112				
HEARST MAN POWER (GROSS)	9169	5452	11.9	59.5	103	4306	12.9	47.0	111	4801	12.3	52.4	106				
HEARST WOMAN POWER (GROSS)	5452	3369	7.4	61.8	107	2384	7.1	43.7	104	2991	7.6	54.9	111				
HOUSE BEAUTIFUL	1020	724	1.6	71.0	123	577	1.7	56.6	134	663	1.7	65.0	132				
INC.	993	788	1.7	79.4	138	622	1.9	62.6	149	750	1.9	75.5	153				
JET	2808	1834	4.0	65.3	113	1192	3.6	42.5	101	1697	4.3	60.4	123				
LADIES' HOME JOURNAL	1868	1047	2.3	56.0	97	820	2.5	43.9	104	928	2.4	49.7	101				
LHJ FAMILY GRP COMBO(GROSS)	3582	2103	4.6	58.7	102	1605	4.8	44.8	106	1869	4.8	52.2	106				
LIFE	4817	3226	7.1	67.0	116	2231	6.7	46.3	110	2967	7.6	61.6	125				
L.A. TIMES HOME MAGAZINE	1465	1064	2.3	72.6	126	644	1.9	44.0	104	1004	2.6	68.5	139				
MADEMOISELLE	460	*323	0.7	70.2	122	*239	0.7	52.0	123	*273	0.7	59.3	120				
MC CALL'S	1764	1088	2.4	61.7	107	828	2.5	46.9	111	991	2.5	56.2	114				
MC CALL'S/WRK MOTHER (GROSS)	2062	1346	2.9	65.3	113	1043	3.1	50.6	120	1249	3.2	60.6	123				
MECHANIX ILLUSTRATED	3625	2082	4.6	57.4	100	1687	5.0	46.5	110	1794	4.6	49.5	100				
METROPOLITAN HOME	495	383	0.8	77.4	134	*275	0.8	55.6	132	364	0.9	73.5	149				
MONEY	3017	2240	4.9	74.2	129	1712	5.1	56.7	135	2071	5.3	68.6	139				
MOTHER EARTH NEWS	1203	872	1.9	72.5	126	730	2.2	60.7	144	681	1.7	56.6	115				
MS.	*257	*212	0.5	82.5	143	*211	0.6	82.1	195	*166	0.4	64.6	131				
NATIONAL ENQUIRER	6921	4014	8.8	58.0	101	2809	8.4	40.6	96	3554	9.1	51.4	104				
NATIONAL GEOGRAPHIC	11626	7492	16.4	64.4	112	5664	16.9	48.7	116	6552	16.8	56.4	114				
NATIONAL SUNDAY MAGAZINE PKG	49424	30316	66.4	61.3	106	22224	66.5	45.0	107	26154	66.9	52.9	107				
NATURAL HISTORY	753	544	1.2	72.2	125	419	1.3	55.6	132	490	1.3	65.1	132				
NEW WOMAN	*296	*216	0.5	73.0	127	**195	0.6	65.9	156	**171	0.4	57.8	117				
NEW YORK INCLUDING CUE	541	383	0.8	70.8	123	284	0.8	52.5	124	356	0.9	65.8	133				
THE NEW YORKER	1078	805	1.8	74.7	130	614	1.8	57.0	135	769	2.0	71.3	145				
NEWSWEEK	9602	6258	13.7	65.2	113	4655	13.9	48.5	115	5510	14.1	57.4	116				
THE N.Y. TIMES DAILY EDITION	1376	1069	2.3	77.7	135	836	2.5	60.8	144	983	2.5	71.4	145				
THE N.Y. TIMES MAGAZINE	2110	1615	3.5	76.5	133	1207	3.6	57.2	136	1483	3.8	70.3	142				
OMNI	1927	1411	3.1	73.2	127	1069	3.2	55.5	132	1261	3.2	65.4	133				
ON CABLE	911	568	1.2	62.3	108	436	1.3	47.9	113	486	1.2	53.3	108				
1001 HOME IDEAS	927	655	1.4	70.7	123	501	1.5	54.0	128	557	1.4	60.1	122				
ORGANIC GARDENING	1430	678	1.5	47.4	82	564	1.7	39.4	94	556	1.4	38.9	79				
OUTDOOR LIFE	4064	2406	5.3	59.2	103	1832	5.5	45.1	107	2026	5.2	49.9	101				
PARADE MAGAZINE	24538	15473	33.9	63.1	109	11552	34.6	47.1	112	13232	33.8	53.9	109				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DRINK DISTILLED LIQUORS
(MALES)

	TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS				A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL MALES	79263	45672	100.0	57.6	100	33427	100.0	42.2	100	39101	100.0	49.3	100				
PARENTS	1126	763	1.7	67.8	118	559	1.7	49.6	118	705	1.8	62.6	127				
PENTHOUSE	4157	3063	6.7	73.7	128	2351	7.0	56.6	134	2754	7.0	66.2	134				
PEOPLE	7591	5056	11.1	66.6	116	3548	10.6	46.7	111	4592	11.7	60.5	123				
PLAYBOY	8379	6088	13.3	72.7	126	4283	12.8	51.1	121	5496	14.1	65.6	133				
POPULAR HOT RODDING	2110	1313	2.9	62.2	108	1000	3.0	47.4	112	1153	2.9	54.6	111				
POPULAR MECHANICS	4850	2784	6.1	57.4	100	2166	6.5	44.7	106	2439	6.2	50.3	102				
POPULAR SCIENCE	3397	2208	4.8	65.0	113	1762	5.3	51.9	123	1932	4.9	56.9	115				
PREVENTION	1720	1012	2.2	58.8	102	712	2.1	41.4	98	904	2.3	52.6	107				
PSYCHOLOGY TODAY	1344	941	2.1	70.0	122	713	2.1	53.1	126	808	2.1	60.1	122				
READER'S DIGEST	16016	9153	20.0	57.1	99	6792	20.3	42.4	101	7748	19.8	48.4	98				
REDBOOK	1121	609	1.3	54.3	94	430	1.3	38.4	91	562	1.4	50.1	102				
ROAD & TRACK	2161	1525	3.3	70.6	122	1041	3.1	48.2	114	1373	3.5	63.5	129				
ROLLING STONE	1948	1492	3.3	76.6	133	912	2.7	46.8	111	1401	3.6	71.9	146				
RUNNER'S WORLD	899	620	1.4	69.0	120	439	1.3	48.8	116	516	1.3	57.4	116				
SATURDAY EVENING POST	841	488	1.1	58.0	101	377	1.1	44.8	106	446	1.1	53.0	108				
SCIENCE 84	841	605	1.3	71.9	125	440	1.3	52.3	124	589	1.5	70.0	142				
SCIENCE DIGEST	1194	755	1.7	63.2	110	584	1.7	48.9	116	658	1.7	55.1	112				
SCIENTIFIC AMERICAN	1379	1047	2.3	75.9	132	769	2.3	55.8	132	904	2.3	65.6	133				
SELF	436	*320	0.7	73.4	127	*226	0.7	51.8	123	*316	0.8	72.5	147				
SEVENTEEN	614	*416	0.9	67.8	118	*255	0.8	41.5	98	*356	0.9	58.0	118				
SKI	910	627	1.4	68.9	120	467	1.4	51.3	122	580	1.5	63.7	129				
SMITHSONIAN	2937	2034	4.5	69.3	120	1612	4.8	54.9	130	1818	4.6	61.9	125				
SOAP OPERA DIGEST	545	371	0.8	68.1	118	*283	0.8	51.9	123	368	0.9	67.5	137				
SOUTHERN LIVING	2054	1258	2.8	61.2	106	1064	3.2	51.8	123	1032	2.6	50.2	102				
SPORT	2799	1866	4.1	66.7	116	1366	4.1	48.8	116	1612	4.1	57.6	117				
THE SPORTING NEWS	1938	1297	2.8	66.9	116	838	2.5	43.2	103	1174	3.0	60.6	123				
SPORTS AFIELD	3125	1913	4.2	61.2	106	1556	4.7	49.8	118	1704	4.4	54.5	111				
SPORTS ILLUSTRATED	11159	7109	15.6	63.7	111	5186	15.5	46.5	110	6222	15.9	55.8	113				
STAR	4095	2462	5.4	60.1	104	1662	5.0	40.6	96	2174	5.6	53.1	108				
SUNDAY	25169	16031	35.1	63.7	111	11788	35.3	46.8	111	13802	35.3	54.8	111				
SUNSET	1294	971	2.1	75.0	130	792	2.4	61.2	145	890	2.3	68.8	139				
TV GUIDE	18508	10838	23.7	58.6	102	7428	22.2	40.1	95	9582	24.5	51.8	105				
TENNIS	645	421	0.9	65.3	113	331	1.0	51.3	122	368	0.9	57.1	116				
TIME	12124	8109	17.8	66.9	116	6023	18.0	49.7	118	7158	18.3	59.0	120				
TOWN & COUNTRY	493	417	0.9	84.6	147	323	1.0	65.5	155	381	1.0	77.3	157				
TRAVEL & LEISURE	1122	860	1.9	76.6	133	685	2.0	61.1	145	809	2.1	72.1	146				
TRUE STORY	690	442	1.0	64.1	111	*345	1.0	50.0	119	421	1.1	61.0	124				
U.S. NEWS & WORLD REPORT	6571	4061	8.9	61.8	107	3033	9.1	46.2	109	3530	9.0	53.7	109				
USA TODAY	3120	2111	4.6	67.7	117	1451	4.3	46.5	110	1910	4.9	61.2	124				
US	1315	925	2.0	70.3	122	614	1.8	46.7	111	864	2.2	65.7	133				
VOGUE	632	453	1.0	71.7	124	280	0.8	44.3	105	441	1.1	69.8	141				
WALL STREET JOURNAL	4247	3015	6.6	71.0	123	2327	7.0	54.8	130	2690	6.9	63.3	128				
WEIGHT WATCHERS	398	*250	0.5	62.8	109	*233	0.7	58.5	139	*206	0.5	51.8	105				
WOMAN'S DAY	1139	716	1.6	62.9	109	527	1.6	46.3	110	620	1.6	54.4	110				
WORKING MOTHER	*298	*258	0.6	86.6	150	**215	0.6	72.1	171	*258	0.7	86.6	176				
WORKING WOMAN	327	*242	0.5	74.0	128	*215	0.6	65.7	156	*238	0.6	72.8	148				
WORLD TENNIS	397	*293	0.6	73.8	128	*243	0.7	61.2	145	*282	0.7	71.0	144				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	6489	14.2	67.3	117	4754	14.2	49.3	117	5872	15.0	60.9	124				
BLAIR INSERTS	43762	27583	60.4	63.0	109	20331	60.8	46.5	110	23865	61.0	54.5	111				
DAILY NEWSPAPERS																	
READ ANY	52459	31266	68.5	59.6	103	22985	68.8	43.8	104	26740	68.4	51.0	103				
READ ONE	41891	24484	53.6	58.4	101	17956	53.7	42.9	102	21000	53.7	50.1	102				
READ TWO OR MORE	10568	6782	14.8	64.2	111	5029	15.0	47.6	113	5740	14.7	54.3	110				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	31832	69.7	61.3	106	23450	70.2	45.2	107	27448	70.2	52.9	107				
READ ONE	44561	26847	58.8	60.2	105	19866	59.4	44.6	106	23150	59.2	52.0	105				
READ TWO OR MORE	7368	4985	10.9	67.7	117	3584	10.7	48.6	115	4298	11.0	58.3	118				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.94				30.02				31.53							
30 DAY REACH	71522	41674	91.2	58.3	101	30256	90.5	42.3	100	35852	91.7	50.1	102				
50 SHWG - 30 DAY AV FREQ	15.55	16.15				15.69				16.47							
30 DAY REACH	68168	39944	87.5	58.6	102	28947	86.6	42.5	101	34337	87.8	50.4	102				
25 SHWG - 30 DAY AV FREQ	8.43	8.73				8.53				8.87							
30 DAY REACH	52878	36959	80.9	58.8	102	26623	79.6	42.3	100	31913	81.6	50.7	103				
CABLE TV: HOME WIRED	31664	19305	42.3	61.0	106	14653	43.8	46.3	110	16264	41.6	51.4	104				
HOME NOT WIRED	47599	26367	57.7	55.4	96	18774	56.2	39.4	94	22837	58.4	48.0	97				
HAVE PAY CABLE	17139	11253	24.6	65.7	114	8471	25.3	49.4	117	9715	24.8	56.7	115				

	TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS				A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL FEMALES	88464	44316	100.0	50.1	100	24655	100.0	27.9	100	40975	100.0	46.3	100				
FEMALE HOMEOWNERS	80986	39891	90.0	49.3	98	22440	91.0	27.7	99	36776	89.8	45.4	98				
EMPLOYED MOTHERS	18702	11032	24.9	59.0	118	6033	24.5	32.3	116	10213	24.9	54.6	118				
18 - 24	14726	8659	19.5	58.8	117	4298	17.4	29.2	105	8332	20.3	56.6	122				
25 - 34	20202	12026	27.1	59.5	119	5971	24.2	29.6	106	11345	27.7	56.2	121				
35 - 44	14781	8044	18.2	54.4	109	4630	18.8	31.3	112	7414	18.1	50.2	108				
45 - 54	11449	5460	12.3	47.7	95	3291	13.3	28.7	103	4904	12.0	42.8	92				
55 - 64	11846	5255	11.9	44.4	89	3412	13.8	28.8	103	4680	11.4	39.5	85				
65 OR OLDER	15459	4873	11.0	31.5	63	3054	12.4	19.8	71	4300	10.5	27.8	60				
18 - 34	34928	20684	46.7	59.2	118	10268	41.6	29.4	105	19677	48.0	56.3	122				
18 - 49	55154	31423	70.9	57.0	114	16548	67.1	30.0	108	29578	72.2	53.6	116				
25 - 54	46433	25530	57.6	55.0	110	13892	56.3	29.9	107	23663	57.7	51.0	110				
35 - 49	20226	10738	24.2	53.1	106	6280	25.5	31.0	111	9901	24.2	49.0	106				
50 OR OLDER	33310	12894	29.1	38.7	77	8107	32.9	24.3	87	11397	27.8	34.2	74				
GRADUATED COLLEGE	12110	7355	16.6	60.7	121	4317	17.5	35.6	128	7002	17.1	57.8	125				
ATTENDED COLLEGE	15309	9364	21.1	61.2	122	5100	20.7	33.3	120	8957	21.9	58.5	126				
GRADUATED HIGH SCHOOL	36912	19621	44.3	53.2	106	10557	42.8	28.6	103	17907	43.7	48.5	105				
DID NOT GRADUATE HIGH SCHOOL	24134	7976	18.0	33.0	66	4681	19.0	19.4	70	7110	17.4	29.5	64				
EMPLOYED FULL-TIME	35457	21082	47.6	59.5	119	11470	46.5	32.3	116	19688	48.0	55.5	120				
EMPLOYED PART-TIME	8514	4709	10.6	55.3	110	2266	9.2	26.6	95	4534	11.1	53.3	115				
NOT EMPLOYED	44494	18525	41.8	41.6	83	10920	44.3	24.5	88	16753	40.9	37.7	81				
PROFESSIONAL/MANAGER	10811	6752	15.2	62.5	125	3918	15.9	36.2	130	6512	15.9	60.2	130				
TECH/CLERICAL/SALES	19640	12258	27.7	62.4	125	6540	26.5	33.3	119	11468	28.0	58.4	126				
PRECISION/CRAFT	1023	488	1.1	47.7	95	*302	1.2	29.5	106	*456	1.1	44.6	96				
OTHER EMPLOYED	12498	6294	14.2	50.4	101	2976	12.1	23.8	85	5786	14.1	46.3	100				
SINGLE	15995	9568	21.6	59.8	119	4869	19.7	30.4	109	9213	22.5	57.6	124				
MARRIED	51689	25306	57.1	49.0	98	14251	57.8	27.6	99	23326	56.9	45.1	97				
DIVORCED/SEPARATED/WIDOWED	20780	9443	21.3	45.4	91	5535	22.4	26.6	96	8436	20.6	40.6	88				
PARENTS	33922	18230	41.1	53.7	107	9920	40.2	29.2	105	16710	40.8	49.3	106				
WHITE	76422	39338	88.8	51.5	103	21948	89.0	28.7	103	36372	88.8	47.6	103				
BLACK	10066	4049	9.1	40.2	80	2285	9.3	22.7	81	3714	9.1	36.9	80				
OTHER	1976	*929	2.1	47.0	94	*423	1.7	21.4	77	*889	2.2	45.0	97				
NORTHEAST-CENSUS	19803	11413	25.8	57.6	115	6424	26.1	32.4	116	10563	25.8	53.3	115				
NORTH CENTRAL	22181	11655	26.3	52.5	105	6478	26.3	29.2	105	10633	25.9	47.9	103				
SOUTH	30082	11909	26.9	39.6	79	6909	28.0	23.0	82	10785	26.3	35.9	77				
WEST	16398	9339	21.1	57.0	114	4844	19.6	29.5	106	8994	21.9	54.8	118				
NORTHEAST-MKTG.	20163	12080	27.3	59.9	120	6580	26.7	32.6	117	11355	27.7	56.3	122				
EAST CENTRAL	13054	6201	14.0	47.5	95	3809	15.4	29.2	105	5455	13.3	41.8	90				
WEST CENTRAL	14993	8154	18.4	54.4	109	4427	18.0	29.5	106	7512	18.3	50.1	108				
SOUTH	25785	9607	21.7	37.3	74	5711	23.2	22.1	79	8638	21.1	33.5	72				
PACIFIC	14470	8274	18.7	57.2	114	4129	16.7	28.5	102	8016	19.6	55.4	120				
COUNTY SIZE A	36705	20738	46.8	56.5	113	11124	45.1	30.3	109	19486	47.6	53.1	115				
COUNTY SIZE B	26819	12936	29.2	48.2	96	7477	30.3	27.9	100	11959	29.2	44.6	96				
COUNTY SIZE C	13597	6403	14.4	47.1	94	3717	15.1	27.3	98	5920	14.4	43.5	94				
COUNTY SIZE D	11344	4240	9.6	37.4	75	2338	9.5	20.6	74	3610	8.8	31.8	69				
METRO CENTRAL CITY	26825	13537	30.5	50.5	101	7458	30.2	27.8	100	12667	30.9	47.2	102				
METRO SUBURBAN	39912	21784	49.2	54.6	109	11926	48.4	29.9	107	20216	49.3	50.7	109				
NON METRO	21728	8995	20.3	41.4	83	5271	21.4	24.3	87	8092	19.7	37.2	80				
TOP 5 ADI'S	20847	12268	27.7	58.8	117	6322	25.6	30.3	109	11734	28.6	56.3	122				
TOP 10 ADI'S	28719	16029	36.2	55.8	111	8334	33.8	29.0	104	15262	37.2	53.1	115				
TOP 20 ADI'S	40904	22622	51.0	55.3	110	12008	48.7	29.4	105	21253	51.9	52.0	112				
HSGLD INC. \$50,000 OR MORE	7931	5269	11.9	66.4	133	2756	11.2	34.7	125	5154	12.6	65.0	140				
\$40,000 OR MORE	15233	9772	22.1	64.2	128	5230	21.2	34.3	123	9419	23.0	61.8	133				
\$30,000 OR MORE	28333	16953	38.3	59.8	119	9303	37.7	32.8	118	16081	39.2	56.8	123				
\$25,000 OR MORE	36417	21951	49.5	60.3	120	11786	47.8	32.4	116	20721	50.6	56.9	123				
\$20,000 - \$24,999	9943	5331	12.0	53.6	107	3219	13.1	32.4	116	4868	11.9	49.0	106				
\$15,000 - \$19,999	9211	4632	10.5	50.3	100	2735	11.1	29.7	107	4343	10.6	47.2	102				
\$10,000 - \$14,999	13477	6044	13.6	44.8	90	3478	14.1	25.8	93	5298	12.9	39.3	85				
UNDER \$10,000	19418	6359	14.3	32.7	65	3437	13.9	17.7	64	5746	14.0	29.6	64				
HOUSEHOLD OF 1 PERSON	11987	5034	11.4	42.0	84	3055	12.4	25.5	91	4633	11.3	38.7	83				
2 PEOPLE	27046	13009	29.4	48.1	96	7729	31.3	28.6	103	11902	29.0	44.0	95				
3 OR 4 PEOPLE	34251	18149	41.0	53.0	106	9602	38.9	28.0	101	16973	41.4	49.6	107				
5 OR MORE PEOPLE	15180	8124	18.3	53.5	107	4270	17.3	28.1	101	7467	18.2	49.2	106				
NO CHILD IN HSHLD	49819	23615	53.3	47.4	95	13461	54.6	27.0	97	21892	53.4	43.9	95				
CHILD(REN) UNDER 2 YRS	6045	3260	7.4	53.9	108	1767	7.2	29.2	105	2973	7.3	49.2	106				
2 - 5 YEARS	15233	8206	18.5	53.9	108	4089	16.6	26.8	96	7601	18.6	49.9	108				
6 - 11 YEARS	16260	8383	18.9	51.6	103	4564	18.5	28.1	101	7750	18.9	47.7	103				
12 - 17 YEARS	19173	10338	23.3	53.9	108	5963	24.2	31.1	112	9446	23.1	49.3	106				
RESIDENCE OWNED	61371	30390	68.6	49.5	99	17098	69.3	27.9	100	27899	68.1	45.5	98				
VALUE: \$50,000 OR MORE	35355	20528	46.3	58.1	116	11549	46.8	32.7	117	19117	46.7	54.1	117				
VALUE: UNDER \$50,000	26016	9862	22.3	37.9	76	5550	22.5	21.3	77	8782	21.4	33.8	73				

DRINK DISTILLED LIQUORS
(FEMALES)

		TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS				A '000	B % DOWN	C % ACROSS	D % INDX
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL FEMALES		88464	44316	100.0	50.1	100	24655	100.0	27.9	100	40975	100.0	46.3	100				
MAGAZINES	QUINTILE 1	17988	10944	24.7	60.8	121	6301	25.6	35.0	126	10392	25.4	57.8	125				
	QUINTILE 2	19446	11277	25.4	58.0	116	6121	24.8	31.5	113	10545	25.7	54.2	117				
	QUINTILE 3	14626	7421	16.7	50.7	101	4127	16.7	28.2	101	6826	16.7	46.7	101				
	QUINTILE 4	16014	7353	16.6	45.9	92	4043	16.4	25.2	91	6738	16.4	42.1	91				
	QUINTILE 5	20389	7321	16.5	35.9	72	4065	16.5	19.9	72	6474	15.8	31.8	69				
NEWSPAPERS	QUINTILE 1	13830	8135	18.4	58.8	117	4848	19.7	35.1	126	7633	18.6	55.2	119				
	QUINTILE 2	26350	13481	30.4	51.2	102	7805	31.7	29.6	106	12553	30.6	47.6	103				
	QUINTILE 3	12415	6804	15.4	54.8	109	3635	14.7	29.3	105	6297	15.4	50.7	110				
	QUINTILE 4	21911	10699	24.1	48.8	97	5637	22.9	25.7	92	9829	24.0	44.9	97				
	QUINTILE 5	13960	5198	11.7	37.2	74	2730	11.1	19.6	70	4663	11.4	33.4	72				
OUTDOOR	QUINTILE 1	16810	9741	22.0	57.9	116	5426	22.0	32.3	116	9322	22.8	55.5	120				
	QUINTILE 2	17101	9119	20.6	53.3	106	5116	20.8	29.9	107	8363	20.4	48.9	106				
	QUINTILE 3	17579	9038	20.4	51.4	103	4978	20.2	28.3	102	8318	20.3	47.3	102				
	QUINTILE 4	18343	8656	19.5	47.2	94	4870	19.8	26.5	95	7960	19.4	43.4	94				
	QUINTILE 5	18631	7762	17.5	41.7	83	4266	17.3	22.9	82	7012	17.1	37.6	81				
RADIO-DRIVE TIME	QUINTILE 1	17390	9187	20.7	52.8	105	4976	20.2	28.6	103	8540	20.8	49.1	106				
	QUINTILE 2	16591	8787	19.8	53.0	106	4718	19.1	28.4	102	8058	19.7	48.6	105				
	QUINTILE 3	16910	9312	21.0	55.1	110	5118	20.8	30.3	109	8768	21.4	51.9	112				
	QUINTILE 4	18002	9195	20.7	51.1	102	5132	20.8	28.5	102	8442	20.6	46.9	101				
	QUINTILE 5	19572	7836	17.7	40.0	80	4712	19.1	24.1	86	7167	17.5	36.6	79				
RADIO-MID- DAY	TERCILE 1	23248	11837	26.7	50.9	102	6477	26.3	27.9	100	10922	26.7	47.0	101				
	TERCILE 2	23667	12438	28.1	52.6	105	6824	27.7	28.8	103	11474	28.0	48.5	105				
	TERCILE 3	41549	20042	45.2	48.2	96	11354	46.1	27.3	98	18579	45.3	44.7	97				
RADIO-TOTAL	QUINTILE 1	17786	9210	20.8	51.8	103	4913	19.9	27.6	99	8548	20.9	48.1	104				
	QUINTILE 2	17316	9102	20.5	52.6	105	4928	20.0	28.5	102	8423	20.6	48.6	105				
	QUINTILE 3	18428	10349	23.4	56.2	112	5672	23.0	30.8	110	9546	23.3	51.8	112				
	QUINTILE 4	17669	9048	20.4	51.2	102	5134	20.8	29.1	104	8481	20.7	48.0	104				
	QUINTILE 5	17265	6608	14.9	38.3	76	4009	16.3	23.2	83	5978	14.6	34.6	75				
TV-PRIME TIME	QUINTILE 1	17416	8112	18.3	46.6	93	4474	18.1	25.7	92	7634	18.6	43.8	95				
	QUINTILE 2	17413	9432	21.3	54.2	108	5050	20.5	29.0	104	8758	21.4	50.3	109				
	QUINTILE 3	17943	9198	20.8	51.3	102	5404	21.9	30.1	108	8408	20.5	46.9	101				
	QUINTILE 4	18442	9600	21.7	52.1	104	5462	22.2	29.6	106	8832	21.6	47.9	103				
	QUINTILE 5	17250	7975	18.0	46.2	92	4265	17.3	24.7	89	7343	17.9	42.6	92				
TV-DAYTIME	TERCILE 1	29966	13472	30.4	45.0	90	7502	30.4	25.0	90	12379	30.2	41.3	89				
	TERCILE 2	29480	15300	34.5	51.9	104	8487	34.4	28.8	103	13895	33.9	47.1	102				
	TERCILE 3	29018	15545	35.1	53.6	107	8667	35.2	29.9	107	14701	35.9	50.7	109				
TV-TOTAL	QUINTILE 1	17740	7693	17.4	43.4	87	4424	17.9	24.9	89	7064	17.2	39.8	86				
	QUINTILE 2	17674	8463	19.1	47.9	96	4493	18.2	25.4	91	7927	19.3	44.9	97				
	QUINTILE 3	17730	9735	22.0	54.9	110	5443	22.1	30.7	110	9031	22.0	50.9	110				
	QUINTILE 4	17563	9484	21.4	54.0	108	5511	22.4	31.4	113	8673	21.2	49.4	107				
	QUINTILE 5	17757	8941	20.2	50.4	101	4784	19.4	26.9	97	8280	20.2	46.6	101				
MAGAZINES-NEWSPAPERS: DUAL		23278	13922	31.4	59.8	119	7967	32.3	34.2	123	13193	32.2	56.7	122				
MAGAZINE IMPERATIVE		21634	12053	27.2	55.7	111	6317	25.6	29.2	105	11176	27.3	51.7	112				
NEWSPAPER IMPERATIVE		23455	11088	25.0	47.3	94	6419	26.0	27.4	98	10129	24.7	43.2	93				
MAGAZINES-OUTDOOR: DUAL		17482	10681	24.1	61.1	122	5927	24.0	33.9	122	10077	24.6	57.6	124				
MAGAZINE IMPERATIVE		28830	15611	35.2	54.1	108	8722	35.4	30.3	109	14561	35.5	50.5	109				
OUTDOOR IMPERATIVE		26119	12195	27.5	46.7	93	6817	27.6	26.1	94	11194	27.3	42.9	93				
MAGAZINES-RADIO: DUAL		20162	11784	26.6	58.4	117	6444	26.1	32.0	115	11109	27.1	55.1	119				
MAGAZINE IMPERATIVE		26292	14880	33.6	56.6	113	8538	34.6	32.5	117	13847	33.8	52.7	114				
RADIO IMPERATIVE		25308	11779	26.6	46.5	93	6167	25.0	24.4	87	10679	26.1	42.2	91				
MAGAZINES-TELEVISION: DUAL		17312	9436	21.3	54.5	109	5209	21.1	30.1	108	8839	21.6	51.1	110				
MAGAZINE IMPERATIVE		29099	17503	39.5	60.1	120	9840	39.9	33.8	121	16409	40.0	56.4	122				
TELEVISION IMPERATIVE		27505	11106	25.1	40.4	81	6124	24.8	22.3	80	10139	24.7	36.9	80				
NEWSPAPERS-OUTDOOR: DUAL		18628	10973	24.8	58.9	118	6467	26.2	34.7	125	10386	25.3	55.8	120				
NEWSPAPER IMPERATIVE		29178	14715	33.2	50.4	101	8444	34.2	28.9	104	13489	32.9	46.2	100				
OUTDOOR IMPERATIVE		25260	12721	28.7	50.4	101	6544	26.5	25.9	93	11777	28.7	46.6	101				
NEWSPAPERS-RADIO: DUAL		19246	10759	24.3	55.9	112	6086	24.7	31.6	113	10024	24.5	52.1	112				
NEWSPAPER IMPERATIVE		28155	14991	33.8	53.2	106	8804	35.7	31.3	112	13983	34.1	49.7	107				
RADIO IMPERATIVE		25308	12772	28.8	50.5	101	6426	26.1	25.4	91	11698	28.5	46.2	100				
NEWSPAPERS-TELEVISION: DUAL		18615	9378	21.2	50.4	101	5447	22.1	29.3	105	8787	21.4	47.2	102				
NEWSPAPER IMPERATIVE		29207	16579	37.4	56.8	113	9551	38.7	32.7	117	15473	37.8	53.0	114				
TELEVISION IMPERATIVE		25472	11364	25.6	44.6	89	5861	23.8	23.0	83	10411	25.4	40.9	88				
OUTDOOR-RADIO: DUAL		17292	9823	22.2	56.8	113	5342	21.7	30.9	111	9239	22.5	53.4	115				
OUTDOOR IMPERATIVE		26915	14078	31.8	52.3	104	8137	33.0	30.2	108	13075	31.9	48.6	105				
RADIO IMPERATIVE		28938	14379	32.4	49.7	99	7811	31.7	27.0	97	13148	32.1	45.4	98				
OUTDOOR-TELEVISION: DUAL		16112	8811	19.9	54.7	109	5082	20.6	31.5	113	8269	20.2	51.3	111				
OUTDOOR IMPERATIVE		28228	15793	35.6	55.9	112	8660	35.1	30.7	110	14698	35.9	52.1	112				
TELEVISION IMPERATIVE		30024	12968	29.3	43.2	86	7004	28.4	23.3	84	11938	29.1	39.8	86				
RADIO-TELEVISION: DUAL		17803	9046	20.4	50.8	101	4646	18.8	26.1	94	8483	20.7	47.6	103				
RADIO IMPERATIVE		28338	15628	35.3	55.1	110	8695	35.3	30.7	110	14364	35.1	50.7	109				
TELEVISION IMPERATIVE		28445	13049	29.4	45.9	92	7532	30.5	26.5	95	12078	29.5	42.5	92				

	TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	44316	100.0	50.1	100	24655	100.0	27.9	100	40975	100.0	46.3	100				
ATLANTIC MONTHLY	415	200	0.5	48.2	96	*134	0.5	32.3	116	*170	0.4	41.0	88				
BARRON'S	522	382	0.9	73.2	146	*246	1.0	47.1	169	365	0.9	69.9	151				
BETTER HOMES & GARDENS	17429	9491	21.4	54.5	109	5499	22.3	31.6	113	8751	21.4	50.2	108				
BON APPETIT	2772	1856	4.2	67.0	134	1003	4.1	36.2	130	1765	4.3	63.7	137				
BUSINESS WEEK	1469	891	2.0	60.7	121	513	2.1	34.9	125	847	2.1	57.7	124				
CAR AND DRIVER	397	*230	0.5	57.9	116	**115	0.5	29.0	104	*224	0.5	56.4	122				
CBS MAGAZINE NETWORK (GROSS)	1633	1019	2.3	62.4	125	617	2.5	37.8	136	993	2.4	60.8	131				
CHANGING TIMES	1554	861	1.9	55.4	111	463	1.9	29.8	107	819	2.0	52.7	114				
COLONIAL HOMES	1304	737	1.7	56.5	113	377	1.5	28.9	104	725	1.8	55.6	120				
CONDE NAST MAG. PKG. (GROSS)	17858	11682	26.4	65.4	131	5782	23.5	32.4	116	11239	27.4	62.9	136				
CONSUMERS DIGEST	1406	837	1.9	59.5	119	540	2.2	38.4	138	785	1.9	55.8	121				
COSMOPOLITAN	8815	5784	13.1	65.6	131	3160	12.8	35.8	129	5445	13.3	61.8	133				
COUNTRY LIVING	2636	1630	3.7	61.8	123	909	3.7	34.5	124	1558	3.8	59.1	128				
CUISINE	1554	1059	2.4	68.1	136	670	2.7	43.1	155	1009	2.5	64.9	140				
CYCLE WORLD	469	*267	0.6	56.9	114	**176	0.7	37.5	135	*254	0.6	54.2	117				
DCI:CREATIVE IDEAS FOR LIV	2631	1354	3.1	51.5	103	724	2.9	27.5	99	1269	3.1	48.2	104				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3497	7.9	49.5	99	2018	8.2	28.6	102	3280	8.0	46.4	100				
DISCOVER	998	588	1.3	58.9	118	285	1.2	28.6	102	565	1.4	56.6	122				
EBONY	4289	2037	4.6	47.5	95	1152	4.7	26.9	96	1919	4.7	44.7	97				
ESQUIRE	1176	573	1.3	48.7	97	308	1.2	26.2	94	535	1.3	45.5	98				
ESSENCE	2392	1191	2.7	49.8	99	660	2.7	27.6	99	1113	2.7	46.5	100				
FAMILY CIRCLE	17209	9388	21.2	54.6	109	5247	21.3	30.5	109	8793	21.5	51.1	110				
THE FAMILY HANDYMAN	1184	654	1.5	55.2	110	415	1.7	35.1	126	646	1.6	54.6	118				
FAMILY WEEKLY	12391	6059	13.7	48.9	98	3419	13.9	27.6	99	5612	13.7	45.3	98				
FIELD & STREAM	2438	1268	2.9	52.0	104	625	2.5	25.6	92	1206	2.9	49.5	107				
FOOD & WINE	614	437	1.0	71.2	142	225	0.9	36.6	131	414	1.0	67.4	146				
FORBES	813	601	1.4	73.9	148	360	1.5	44.3	159	579	1.4	71.2	154				
FORTUNE	1083	766	1.7	70.7	141	435	1.8	40.2	144	750	1.8	69.3	150				
GENTLEMEN'S QUARTERLY	1197	865	2.0	72.3	144	403	1.6	33.7	121	859	2.1	71.8	155				
GLAMOUR	6625	4284	9.7	64.7	129	2128	8.6	32.1	115	4154	10.1	62.7	135				
GOLF DIGEST	707	486	1.1	68.7	137	281	1.1	39.7	143	466	1.1	65.9	142				
GOLF DIGEST/TENNIS (GROSS)	1316	888	2.0	67.5	135	471	1.9	35.8	128	824	2.0	62.6	135				
GOLF MAGAZINE	469	*306	0.7	65.2	130	**146	0.6	31.1	112	*294	0.7	62.7	135				
GOLF MAGAZINE/SKI (GROSS)	1060	702	1.6	66.2	132	340	1.4	32.1	115	675	1.6	63.7	137				
GOOD HOUSEKEEPING	17784	9868	22.3	55.5	111	5553	22.5	31.2	112	9172	22.4	51.6	111				
HARPER'S BAZAAR	2931	1875	4.2	64.0	128	851	3.5	29.0	104	1805	4.4	61.6	133				
HEALTH	2199	1114	2.5	50.7	101	663	2.7	30.2	108	1036	2.5	47.1	102				
HEARST MAG CORP. BUY (GROSS)	49148	29019	65.5	59.0	118	15947	64.7	32.4	116	27392	66.9	55.7	120				
HEARST MAN POWER (GROSS)	2113	1061	2.4	50.2	100	638	2.6	30.2	108	1017	2.5	48.1	104				
HEARST WOMAN POWER (GROSS)	35062	20668	46.6	58.9	118	11451	46.4	32.7	117	19419	47.4	55.4	120				
HOUSE BEAUTIFUL	3865	2342	5.3	60.6	121	1340	5.4	34.7	124	2195	5.4	56.8	123				
INC.	315	*203	0.5	64.4	129	**114	0.5	36.2	130	*198	0.5	62.9	136				
JET	3690	1797	4.1	48.7	97	1088	4.4	29.5	106	1647	4.0	44.6	96				
LADIES' HOME JOURNAL	12930	7198	16.2	55.7	111	4007	16.3	31.0	111	6836	16.7	52.9	114				
LHJ FAMILY GRP COMBO(GROSS)	18161	10205	23.0	56.2	112	5726	23.2	31.5	113	9667	23.6	53.2	115				
LIFE	5065	3048	6.9	60.2	120	1585	6.4	31.3	112	2809	6.9	55.5	120				
L.A. TIMES HOME MAGAZINE	1310	703	1.6	53.7	107	417	1.7	31.8	114	693	1.7	52.9	114				
MADAMOISELLE	3759	2485	5.6	66.1	132	1276	5.2	33.9	122	2365	5.8	62.9	136				
MC CALL'S	14658	8249	18.6	56.3	112	4448	18.0	30.3	109	7787	19.0	53.1	115				
MC CALL'S/MRK MOTHER (GROSS)	15857	8870	20.0	55.9	112	4830	19.6	30.5	109	8378	20.4	52.8	114				
MECHANIX ILLUSTRATED	809	449	1.0	55.5	111	*323	1.3	39.9	143	424	1.0	52.4	113				
METROPOLITAN HOME	1009	598	1.3	59.3	118	283	1.1	28.0	101	589	1.4	58.4	126				
MONEY	1707	998	2.3	58.5	117	567	2.3	33.2	119	973	2.4	57.0	123				
MOTHER EARTH NEWS	1123	626	1.4	55.7	111	300	1.2	26.7	96	584	1.4	52.0	112				
MS.	932	712	1.6	76.4	153	355	1.4	38.1	137	695	1.7	74.6	161				
NATIONAL ENQUIRER	11971	5798	13.1	48.4	97	3152	12.8	26.3	94	5412	13.2	45.2	98				
NATIONAL GEOGRAPHIC	10503	6244	14.1	59.4	119	3882	15.7	37.0	133	5930	14.5	56.5	122				
NATIONAL SUNDAY MAGAZINE PKG	54325	29378	66.3	54.1	108	16718	67.8	30.8	110	27412	66.9	50.5	109				
NATURAL HISTORY	626	415	0.9	66.3	132	248	1.0	39.6	142	377	0.9	60.2	130				
NEM WOMAN	1992	1122	2.5	56.3	112	501	2.0	25.2	90	1039	2.5	52.2	113				
NEW YORK INCLUDING CUE	547	394	0.9	72.0	144	*159	0.6	29.1	104	385	0.9	70.4	152				
THE NEW YORKER	1380	993	2.2	72.0	144	512	2.1	37.1	133	961	2.3	69.6	150				
NEWSWEEK	6925	4226	9.5	61.0	122	2413	9.8	34.8	125	3943	9.6	56.9	123				
THE N.Y. TIMES DAILY EDITION	1363	961	2.2	70.5	141	656	2.7	48.1	173	939	2.3	68.9	149				
THE N.Y. TIMES MAGAZINE	2333	1713	3.9	73.4	147	1025	4.2	43.9	158	1627	4.0	69.7	151				
OMNI	872	542	1.2	62.2	124	270	1.1	31.0	111	526	1.3	60.3	130				
ON CABLE	1298	807	1.8	62.2	124	566	2.3	43.6	156	722	1.8	55.6	120				
1001 HOME IDEAS	3032	1893	4.3	62.4	125	1056	4.3	34.8	125	1795	4.4	59.2	128				
ORGANIC GARDENING	1680	897	2.0	53.4	107	518	2.1	30.8	111	819	2.0	48.8	105				
OUTDOOR LIFE	960	543	1.2	56.6	113	283	1.1	29.5	106	513	1.3	53.4	115				
PARADE MAGAZINE	26755	15031	33.9	56.2	112	8528	34.6	31.9	114	13989	34.1	52.3	113				

	TOTAL U.S. '000	DRINK ANY DISTILLED LIQUORS				DRINK WHISKEYS				DRINK OTHER DISTILLED LIQUORS				A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX				
TOTAL FEMALES	88464	44316	100.0	50.1	100	24655	100.0	27.9	100	40975	100.0	46.3	100				
PARENTS	4173	2456	5.5	58.9	117	1327	5.4	31.8	114	2277	5.6	54.6	118				
PENTHOUSE	973	648	1.5	66.6	133	403	1.6	41.4	149	628	1.5	64.5	139				
PEOPLE	13479	8540	19.3	63.4	126	4534	18.4	33.6	121	8127	19.8	60.3	130				
PLAYBOY	2183	1359	3.1	62.3	124	795	3.2	36.4	131	1307	3.2	59.9	129				
POPULAR HOT RODDING	388	*172	0.4	44.3	88	*82	0.3	21.1	76	*172	0.4	44.3	96				
POPULAR MECHANICS	1037	444	1.0	42.8	85	*276	1.1	26.6	95	438	1.1	42.2	91				
POPULAR SCIENCE	920	544	1.2	59.1	118	353	1.4	38.4	138	504	1.2	54.8	118				
PREVENTION	4071	1965	4.4	48.3	96	1172	4.8	28.8	103	1824	4.5	44.8	97				
PSYCHOLOGY TODAY	1940	1224	2.8	63.1	126	686	2.8	35.4	127	1159	2.8	59.7	129				
READER'S DIGEST	24031	12450	28.1	51.8	103	7398	30.0	30.8	110	11545	28.2	48.0	104				
REDBOOK	8464	5017	11.3	59.3	118	2738	11.1	32.3	116	4802	11.7	56.7	122				
ROAD & TRACK	429	329	0.7	76.7	153	*172	0.7	40.1	144	326	0.8	76.0	164				
ROLLING STONE	1355	1034	2.3	76.3	152	613	2.5	45.2	162	1009	2.5	74.5	161				
RUNNER'S WORLD	329	*158	0.4	48.0	96	*57	0.2	17.3	62	*158	0.4	48.0	104				
SATURDAY EVENING POST	1268	760	1.7	59.9	120	488	2.0	38.5	138	725	1.8	57.2	123				
SCIENCE 84	702	420	0.9	59.8	119	*239	1.0	34.0	122	420	1.0	59.8	129				
SCIENCE DIGEST	553	321	0.7	58.0	116	*195	0.8	35.3	127	300	0.7	54.2	117				
SCIENTIFIC AMERICAN	615	412	0.9	67.0	134	*207	0.8	33.7	121	388	0.9	63.1	136				
SELF	2683	1891	4.3	70.5	141	934	3.8	34.8	125	1765	4.3	65.8	142				
SEVENTEEN	3309	1961	4.4	59.3	118	916	3.7	27.7	99	1911	4.7	57.8	125				
SKI	591	396	0.9	67.0	134	*194	0.8	32.8	118	381	0.9	64.5	139				
SMITHSONIAN	3039	1944	4.4	64.0	128	1157	4.7	38.1	137	1849	4.5	60.8	131				
SOAP OPERA DIGEST	3683	1921	4.3	52.2	104	1085	4.4	29.5	106	1811	4.4	49.2	106				
SOUTHERN LIVING	4434	2143	4.8	48.3	96	1294	5.2	29.2	105	2011	4.9	45.4	98				
SPORT	701	360	0.8	51.4	103	*205	0.8	29.2	105	348	0.8	49.6	107				
THE SPORTING NEWS	518	*309	0.7	59.7	119	*129	0.5	24.9	89	*286	0.7	55.2	119				
SPORTS AFIELD	523	295	0.7	56.4	113	*167	0.7	31.9	115	280	0.7	53.5	116				
SPORTS ILLUSTRATED	3325	2130	4.8	64.1	128	1135	4.6	34.1	122	2066	5.0	62.1	134				
STAR	8567	4268	9.6	49.8	99	2287	9.3	26.7	96	3994	9.7	46.6	101				
SUNDAY	27630	15825	35.7	57.3	114	9166	37.2	33.2	119	14772	36.1	53.5	115				
SUNSET	2219	1495	3.4	67.4	134	855	3.5	38.5	138	1404	3.4	63.3	137				
TV GUIDE	24258	13092	29.5	54.0	108	6915	28.0	28.5	102	12070	29.5	49.8	107				
TENNIS	609	401	0.9	65.8	131	*190	0.8	31.2	112	359	0.9	58.9	127				
TIME	9929	6069	13.7	61.1	122	3235	13.1	32.6	117	5756	14.0	58.0	125				
TOWN & COUNTRY	1062	618	1.4	58.2	116	348	1.4	32.8	118	584	1.4	55.0	119				
TRAVEL & LEISURE	1051	794	1.8	75.5	151	486	2.0	46.2	166	753	1.8	71.6	155				
TRUE STORY	3946	1799	4.1	45.6	91	959	3.9	24.3	87	1676	4.1	42.5	92				
U.S. NEWS & WORLD REPORT	3782	2085	4.7	55.1	110	1182	4.8	31.3	112	1999	4.9	52.9	114				
USA TODAY	1874	1219	2.8	65.0	130	656	2.7	35.0	126	1163	2.8	62.1	134				
US	2213	1469	3.3	66.4	133	849	3.4	38.4	138	1360	3.3	61.5	133				
VOGUE	4792	3022	6.8	63.1	126	1444	5.9	30.1	108	2955	7.2	61.7	133				
WALL STREET JOURNAL	2045	1337	3.0	65.4	131	833	3.4	40.7	146	1299	3.2	63.5	137				
WEIGHT WATCHERS	2364	1388	3.1	58.7	117	806	3.3	34.1	122	1248	3.0	52.8	114				
WOMAN'S DAY	15182	8257	18.6	54.4	109	4575	18.6	30.1	108	7757	18.9	51.1	110				
WORKING MOTHER	1198	621	1.4	51.8	103	382	1.5	31.9	114	591	1.4	49.3	107				
WORKING WOMAN	1523	941	2.1	61.8	123	584	2.4	38.3	138	901	2.2	59.2	128				
WORLD TENNIS	*183	*116	0.3	63.4	127	*62	0.3	33.9	122	*110	0.3	60.1	130				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1576	3.6	56.8	113	840	3.4	30.3	109	1522	3.7	54.8	118				
BLAIR INSERTS	47909	26567	59.9	55.5	111	15258	61.9	31.8	114	24855	60.7	51.9	112				
DAILY NEWSPAPERS																	
READ ANY	56731	29681	67.0	52.3	104	16915	68.6	29.8	107	27508	67.1	48.5	105				
READ ONE	47696	24640	55.6	51.7	103	13836	56.1	29.0	104	22722	55.5	47.6	103				
READ TWO OR MORE	9034	5040	11.4	55.8	111	3079	12.5	34.1	122	4786	11.7	53.0	114				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	31094	70.2	53.9	108	17643	71.6	30.6	110	29036	70.9	50.3	109				
READ ONE	50513	26660	60.2	52.8	105	15060	61.1	29.8	107	24856	60.7	49.2	106				
READ TWO OR MORE	7219	4434	10.0	61.4	123	2583	10.5	35.8	128	4180	10.2	57.9	125				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.24				30.45				30.71							
30 DAY REACH	78184	40024	90.3	51.2	102	22282	90.4	28.5	102	37117	90.6	47.5	102				
50 SHWG - 30 DAY AV FREQ	14.80	15.82				15.93				16.03							
30 DAY REACH	74239	38327	86.5	51.6	103	21340	86.6	28.7	103	35617	86.9	48.0	104				
25 SHWG - 30 DAY AV FREQ	8.05	8.51				8.58				8.62							
30 DAY REACH	68254	35673	80.5	52.3	104	19875	80.6	29.1	104	33171	81.0	48.6	105				
CABLE TV: HOME WIRED	35215	19489	44.0	55.3	110	10794	43.8	30.7	110	17992	43.9	51.1	110				
HOME NOT WIRED	53250	24827	56.0	46.6	93	13861	56.2	26.0	93	22983	56.1	43.2	93				
HAVE PAY CABLE	17885	11003	24.8	61.5	123	5921	24.0	33.1	119	10292	25.1	57.5	124				

	TOTAL U.S. '000	BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES				A B C D '000 % ACROSS % INDX			
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	13129	100.0	7.8	100	7247	100.0	4.3	100	5883	100.0	3.5	100				
MALES	79263	7493	57.1	9.5	121	3926	54.2	5.0	115	3567	60.6	4.5	128				
FEMALES	88464	5637	42.9	6.4	81	3321	45.8	3.8	87	2316	39.4	2.6	75				
18 - 24	28671	2398	18.3	8.4	107	1291	17.8	4.5	104	1107	18.8	3.9	110				
25 - 34	39536	2933	22.3	7.4	95	1563	21.6	4.0	91	1370	23.3	3.5	99				
35 - 44	28978	2391	18.2	8.3	105	1208	16.7	4.2	96	1184	20.1	4.1	116				
45 - 54	22345	1843	14.0	8.2	105	922	12.7	4.1	95	921	15.7	4.1	118				
55 - 64	22224	1936	14.7	8.7	111	1168	16.1	5.3	122	768	13.1	3.5	99				
65 OR OLDER	25973	1628	12.4	6.3	80	1095	15.1	4.2	98	534	9.1	2.1	59				
18 - 34	68207	5331	40.6	7.8	100	2854	39.4	4.2	97	2477	42.1	3.6	104				
18 - 49	108058	8734	66.5	8.1	103	4517	62.3	4.2	97	4217	71.7	3.9	111				
25 - 54	90859	7168	54.6	7.9	101	3693	51.0	4.1	94	3475	59.1	3.8	109				
35 - 49	39851	3403	25.9	8.5	109	1663	22.9	4.2	97	1740	29.6	4.4	124				
50 OR OLDER	59669	4395	33.5	7.4	94	2729	37.7	4.6	106	1666	28.3	2.8	80				
GRADUATED COLLEGE	28091	2714	20.7	9.7	123	1266	17.5	4.5	104	1448	24.6	5.2	147				
ATTENDED COLLEGE	28938	2180	16.6	7.5	96	997	13.8	3.4	80	1183	20.1	4.1	117				
GRADUATED HIGH SCHOOL	65503	4953	37.7	7.6	97	2834	39.1	4.3	100	2119	36.0	3.2	92				
DID NOT GRADUATE HIGH SCHOOL	45195	3283	25.0	7.3	93	2150	29.7	4.8	110	1133	19.3	2.5	71				
EMPLOYED MALES	56429	5707	43.5	10.1	129	2807	38.7	5.0	115	2900	49.3	5.1	147				
EMPLOYED FEMALES	43971	3061	23.3	7.0	89	1698	23.4	3.9	89	1363	23.2	3.1	88				
EMPLOYED FULL-TIME	87773	8068	61.5	9.2	117	4187	57.8	4.8	110	3881	66.0	4.4	126				
EMPLOYED PART-TIME	12627	700	5.3	5.5	71	318	4.4	2.5	58	382	6.5	3.0	86				
NOT EMPLOYED	67327	4361	33.2	6.5	83	2742	37.8	4.1	94	1619	27.5	2.4	69				
PROFESSIONAL/MANAGER	25845	2223	16.9	8.6	110	1057	14.6	4.1	95	1166	19.8	4.5	129				
TECH/CLERICAL/SALES	30895	2450	18.7	7.9	101	1185	16.4	3.8	89	1264	21.5	4.1	117				
PRECISION/CRAFT	12629	981	7.5	7.8	99	492	6.8	3.9	90	489	8.3	3.9	110				
OTHER EMPLOYED	31031	3115	23.7	10.0	128	1771	24.4	5.7	132	1345	22.9	4.3	124				
SINGLE	35557	3000	22.9	8.4	108	1651	22.8	4.6	107	1349	22.9	3.8	108				
MARRIED	103585	7790	59.3	7.5	96	4081	56.3	3.9	91	3709	63.0	3.6	102				
DIVORCED/SEPARATED/WIDOWED	28585	2340	17.8	8.2	105	1514	20.9	5.3	123	825	14.0	2.9	82				
PARENTS	59295	4264	32.5	7.2	92	2189	30.2	3.7	85	2075	35.3	3.5	100				
WHITE	146081	10948	83.4	7.5	96	6152	84.9	4.2	97	4796	81.5	3.3	94				
BLACK	17974	1879	14.3	10.5	134	980	13.5	5.5	126	899	15.3	5.0	143				
OTHER	3672	**302	2.3	8.2	105	**114	1.6	3.1	72	**188	3.2	5.1	146				
NORTHEAST-CENSUS	37005	3218	24.5	8.7	111	1537	21.2	4.2	96	1681	28.6	4.5	130				
NORTH CENTRAL	42642	3733	28.4	8.8	112	2586	35.7	6.1	140	1147	19.5	2.7	77				
SOUTH	56777	3905	29.7	6.9	88	2087	28.8	3.7	85	1818	30.9	3.2	91				
WEST	31303	2274	17.3	7.3	93	1036	14.3	3.3	77	1237	21.0	4.0	113				
NORTHEAST-MKTG.	38125	3154	24.0	8.3	106	1395	19.2	3.7	85	1759	29.9	4.6	132				
EAST CENTRAL	24794	2232	17.0	9.0	115	1456	20.1	5.9	136	776	13.2	3.1	89				
WEST CENTRAL	28511	2423	18.5	8.5	109	1633	22.5	5.7	133	790	13.4	2.8	79				
SOUTH	48953	3312	25.2	6.8	86	1869	25.8	3.8	88	1444	24.5	2.9	84				
PACIFIC	27344	2008	15.3	7.3	94	894	12.3	3.3	76	1114	18.9	4.1	116				
COUNTY SIZE A	69301	5791	44.1	8.4	107	2828	39.0	4.1	94	2963	50.4	4.3	122				
COUNTY SIZE B	50633	4134	31.5	8.2	104	2405	33.2	4.7	110	1729	29.4	3.4	97				
COUNTY SIZE C	26259	1869	14.2	7.1	91	1122	15.5	4.3	99	747	12.7	2.8	81				
COUNTY SIZE D	21534	1335	10.2	6.2	79	892	12.3	4.1	96	443	7.5	2.1	59				
METRO CENTRAL CITY	50014	4267	32.5	8.5	109	2425	33.5	4.8	112	1842	31.3	3.7	105				
METRO SUBURBAN	76832	6038	46.0	7.9	100	3191	44.0	4.2	96	2846	48.4	3.7	106				
NON METRO	40881	2825	21.5	6.9	88	1631	22.5	4.0	92	1195	20.3	2.9	83				
TOP 5 ADI'S	39550	3359	25.6	8.5	109	1648	22.7	4.2	96	1711	29.1	4.3	123				
TOP 10 ADI'S	54877	4422	33.7	8.1	103	2201	30.4	4.0	93	2221	37.8	4.0	115				
TOP 20 ADI'S	75816	6173	47.0	8.0	102	3191	44.0	4.1	95	2982	50.7	3.8	110				
HSOLD INC. \$50,000 OR MORE	17257	1679	12.8	9.7	124	757	10.4	4.4	102	922	15.7	5.3	152				
\$40,000 OR MORE	33235	3255	24.8	9.8	125	1347	18.6	4.1	94	1908	32.4	5.7	164				
\$30,000 OR MORE	59693	5159	39.3	8.6	110	2310	31.9	3.9	90	2848	48.4	4.8	136				
\$25,000 OR MORE	76275	6627	50.5	8.7	111	3181	43.9	4.2	97	3446	58.6	4.5	129				
\$20,000 - \$24,999	18607	1483	11.3	8.0	102	838	11.6	4.5	104	645	11.0	3.5	99				
\$15,000 - \$19,999	17175	1532	11.7	8.9	114	1008	13.9	5.9	136	*524	8.9	3.1	87				
\$10,000 - \$14,999	24569	1590	12.1	6.5	83	952	13.1	3.9	90	638	10.8	2.6	74				
UNDER \$10,000	31101	1897	14.4	6.1	78	1267	17.5	4.1	94	630	10.7	2.0	58				
HOUSEHOLD OF 1 PERSON	19441	1427	10.9	7.3	94	811	11.2	4.2	97	616	10.5	3.2	90				
2 PEOPLE	51803	4150	31.6	8.0	102	2444	33.7	4.7	109	1706	29.0	3.3	94				
3 OR 4 PEOPLE	66933	5107	38.9	7.6	97	2635	36.4	3.9	91	2472	42.0	3.7	105				
5 OR MORE PEOPLE	29550	2445	18.6	8.3	106	1357	18.7	4.6	106	1088	18.5	3.7	105				
NO CHILD IN HSOLD	96587	7721	58.8	8.0	102	4338	59.9	4.5	104	3383	57.5	3.5	100				
CHILD(REN) UNDER 2 YRS	10844	676	5.1	6.2	80	*261	3.6	2.4	56	*416	7.1	3.8	109				
2 - 5 YEARS	26358	1560	11.9	5.9	76	836	11.5	3.2	73	725	12.3	2.8	78				
6 - 11 YEARS	30453	2240	17.1	7.4	94	1339	18.5	4.4	102	901	15.3	3.0	84				
12 - 17 YEARS	36575	3129	23.8	8.6	109	1672	23.1	4.6	106	1457	24.8	4.0	114				
RESIDENCE OWNED	117770	9225	70.3	7.8	100	5036	69.5	4.3	99	4189	71.2	3.6	101				
VALUE: \$50,000 OR MORE	70166	5893	44.9	8.4	107	2910	40.2	4.1	96	2983	50.7	4.3	121				
VALUE: UNDER \$50,000	47604	3333	25.4	7.0	89	2126	29.3	4.5	103	1207	20.5	2.5	72				

		BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS					4 OR MORE CASES				1-3 CASES							
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	13129	100.0	7.8	100	7247	100.0	4.3	100	5883	100.0	3.5	100				
MAGAZINES	QUINTILE 1	34022	3248	24.7	9.5	122	1564	21.6	4.6	106	1684	28.6	4.9	141				
	QUINTILE 2	34800	2710	20.6	7.8	99	1468	20.3	4.2	98	1242	21.1	3.6	102				
	QUINTILE 3	30514	2335	17.8	7.7	98	1221	16.8	4.0	93	1114	18.9	3.7	104				
	QUINTILE 4	33324	2248	17.1	6.7	86	1358	18.7	4.1	94	889	15.1	2.7	76				
	QUINTILE 5	35066	2589	19.7	7.4	94	1636	22.6	4.7	108	954	16.2	2.7	78				
NEWSPAPERS	QUINTILE 1	29107	2625	20.0	9.0	115	1208	16.7	4.2	96	1417	24.1	4.9	139				
	QUINTILE 2	49095	3514	26.8	7.2	91	1908	26.3	3.9	90	1605	27.3	3.3	93				
	QUINTILE 3	23107	1918	14.6	8.3	106	1106	15.3	4.8	111	813	13.8	3.5	100				
	QUINTILE 4	33556	2612	19.9	7.8	99	1569	21.7	4.7	108	1043	17.7	3.1	89				
	QUINTILE 5	32863	2461	18.7	7.5	96	1456	20.1	4.4	103	1005	17.1	3.1	87				
OUTDOOR	QUINTILE 1	33431	2911	22.2	8.7	111	1673	23.1	5.0	116	1237	21.0	3.7	105				
	QUINTILE 2	33478	2570	19.6	7.7	98	1378	19.0	4.1	95	1192	20.3	3.6	102				
	QUINTILE 3	33574	2836	21.6	8.4	108	1491	20.6	4.4	103	1345	22.9	4.0	114				
	QUINTILE 4	33935	2319	17.7	6.8	87	1356	18.7	4.0	92	963	16.4	2.8	81				
	QUINTILE 5	33310	2494	19.0	7.5	96	1348	18.6	4.0	94	1146	19.5	3.4	98				
RADIO-DRIVE TIME	QUINTILE 1	33136	2678	20.4	8.1	103	1186	16.4	3.6	83	1492	25.4	4.5	128				
	QUINTILE 2	31658	2715	20.7	8.6	110	1572	21.7	5.0	115	1144	19.4	3.6	103				
	QUINTILE 3	32541	2181	16.6	6.7	86	1078	14.9	3.3	77	1103	18.7	3.4	97				
	QUINTILE 4	34247	2723	20.7	8.0	102	1554	21.4	4.5	105	1169	19.9	3.4	97				
	QUINTILE 5	36144	2832	21.6	7.8	100	1857	25.6	5.1	119	975	16.6	2.7	77				
RADIO-MID-DAY	TERCILE 1	45037	3754	28.6	8.3	106	2030	28.0	4.5	104	1724	29.3	3.8	109				
	TERCILE 2	44819	3569	27.2	8.0	102	2001	27.6	4.5	103	1568	26.7	3.5	100				
	TERCILE 3	77872	5806	44.2	7.5	95	3215	44.4	4.1	96	2591	44.0	3.3	95				
RADIO-TOTAL	QUINTILE 1	33763	2556	19.5	7.6	97	1370	18.9	4.1	94	1186	20.2	3.5	100				
	QUINTILE 2	33240	3064	23.3	9.2	118	1503	20.7	4.5	105	1561	26.5	4.7	134				
	QUINTILE 3	33408	2440	18.6	7.3	93	1312	18.1	3.9	91	1127	19.2	3.4	96				
	QUINTILE 4	34792	2593	19.8	7.5	95	1520	21.0	4.4	101	1073	18.2	3.1	88				
	QUINTILE 5	32524	2477	18.9	7.6	97	1541	21.3	4.7	110	936	15.9	2.9	82				
TV-PRIME TIME	QUINTILE 1	33090	2686	20.5	8.1	104	1567	21.6	4.7	110	1119	19.0	3.4	96				
	QUINTILE 2	33357	2571	19.6	7.7	98	1320	18.2	4.0	92	1250	21.2	3.7	107				
	QUINTILE 3	33980	2760	21.0	8.1	104	1491	20.6	4.4	102	1270	21.6	3.7	107				
	QUINTILE 4	33854	2770	21.1	8.2	105	1474	20.3	4.4	101	1296	22.0	3.8	109				
	QUINTILE 5	33444	2343	17.8	7.0	90	1395	19.2	4.2	97	948	16.1	2.8	81				
TV-DAYTIME	TERCILE 1	49121	3630	27.6	7.4	94	2291	31.6	4.7	108	1340	22.8	2.7	78				
	TERCILE 2	48823	4035	30.7	8.3	106	2279	31.4	4.7	108	1756	29.8	3.6	103				
	TERCILE 3	69782	5464	41.6	7.8	100	2677	36.9	3.8	89	2787	47.4	4.0	114				
TV-TOTAL	QUINTILE 1	33584	2770	21.1	8.2	105	1765	24.4	5.3	122	1005	17.1	3.0	85				
	QUINTILE 2	33441	2911	22.2	8.7	111	1504	20.8	4.5	104	1408	23.9	4.2	120				
	QUINTILE 3	33505	2509	19.1	7.5	96	1376	19.0	4.1	95	1133	19.3	3.4	96				
	QUINTILE 4	33466	2477	18.9	7.4	95	1201	16.6	3.6	83	1277	21.7	3.8	109				
	QUINTILE 5	33731	2462	18.8	7.3	93	1401	19.3	4.2	96	1061	18.0	3.1	90				
MAGAZINES-NEWSPAPERS: DUAL		44503	3858	29.4	8.7	111	1897	26.2	4.3	99	1961	33.3	4.4	126				
MAGAZINE IMPERATIVE		39363	3348	25.5	8.5	109	1809	25.0	4.6	106	1539	26.2	3.9	111				
NEWSPAPER IMPERATIVE		46441	3166	24.1	6.8	87	1728	23.8	3.7	86	1438	24.4	3.1	88				
MAGAZINES-OUTDOOR: DUAL		33726	3010	22.9	8.9	114	1467	20.2	4.3	101	1543	26.2	4.6	130				
MAGAZINE IMPERATIVE		52846	4172	31.8	7.9	101	2183	30.1	4.1	96	1989	33.8	3.8	107				
OUTDOOR IMPERATIVE		52140	4116	31.4	7.9	101	2469	34.1	4.7	110	1648	28.0	3.2	90				
MAGAZINES-RADIO: DUAL		37081	3044	23.2	8.2	105	1390	19.2	3.7	87	1654	28.1	4.5	127				
MAGAZINE IMPERATIVE		49747	4125	31.4	8.3	106	2312	31.9	4.6	108	1813	30.8	3.6	104				
RADIO IMPERATIVE		49208	3764	28.7	7.6	98	2144	29.6	4.4	101	1620	27.5	3.3	94				
MAGAZINES-TELEVISION: DUAL		33103	3195	24.3	9.7	123	1804	24.9	5.4	126	1391	23.6	4.2	120				
MAGAZINE IMPERATIVE		54575	4176	31.8	7.7	98	2038	28.1	3.7	86	2138	36.3	3.9	112				
TELEVISION IMPERATIVE		53249	3948	30.1	7.4	95	2343	32.3	4.4	102	1605	27.3	3.0	86				
NEWSPAPERS-OUTDOOR: DUAL		36255	3052	23.2	8.4	108	1641	22.6	4.5	105	1412	24.0	3.9	111				
NEWSPAPER IMPERATIVE		55591	4048	30.8	7.3	93	2100	29.0	3.8	87	1948	33.1	3.5	100				
OUTDOOR IMPERATIVE		48319	3808	29.0	7.9	101	2200	30.4	4.6	105	1608	27.3	3.3	95				
NEWSPAPERS-RADIO: DUAL		37242	2991	22.8	8.0	103	1487	20.5	4.0	92	1503	25.5	4.0	115				
NEWSPAPER IMPERATIVE		54423	4252	32.4	7.8	100	2355	32.5	4.3	100	1898	32.3	3.5	99				
RADIO IMPERATIVE		46650	3778	28.8	8.1	103	2031	28.0	4.4	101	1747	29.7	3.7	107				
NEWSPAPERS-TELEVISION: DUAL		35974	3104	23.6	8.6	110	1625	22.4	4.5	105	1479	25.1	4.1	117				
NEWSPAPER IMPERATIVE		56095	4121	31.4	7.3	94	2021	27.9	3.6	83	2101	35.7	3.7	107				
TELEVISION IMPERATIVE		47170	3963	30.2	8.4	107	2486	34.3	5.3	122	1477	25.1	3.1	89				
OUTDOOR-RADIO: DUAL		33748	2894	22.0	8.6	110	1442	19.9	4.3	99	1452	24.7	4.3	123				
OUTDOOR IMPERATIVE		52785	4221	32.2	8.0	102	2552	35.2	4.8	112	1669	28.4	3.2	90				
RADIO IMPERATIVE		52882	4258	32.4	8.1	103	2297	31.7	4.3	101	1961	33.3	3.7	106				
OUTDOOR-TELEVISION: DUAL		32030	2939	22.4	9.2	117	1595	22.0	5.0	115	1344	22.8	4.2	120				
OUTDOOR IMPERATIVE		54626	4214	32.1	7.7	99	2257	31.1	4.1	96	1957	33.3	3.6	102				
TELEVISION IMPERATIVE		54874	4231	32.2	7.7	99	2447	33.8	4.5	103	1785	30.3	3.3	93				
RADIO-TELEVISION: DUAL		33386	2803	21.3	8.4	107	1488	20.5	4.5	103	1315	22.4	3.9	112				
RADIO IMPERATIVE		53810	4269	32.5	7.9	101	2114	29.2	3.9	91	2155	36.6	4.0	114				
TELEVISION IMPERATIVE		54023	4204	32.0	7.8	99	2572	35.5	4.8	110	1631	27.7	3.0	86				

	TOTAL U.S. '000	BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	13129	100.0	7.8	100	7247	100.0	4.3	100	5883	100.0	3.5	100				
ATLANTIC MONTHLY	867	**108	0.8	12.5	159	**59	0.8	6.8	157	**50	0.8	5.8	164				
BARRON'S	1580	*213	1.6	13.5	172	**146	2.0	9.2	214	**67	1.1	4.2	121				
BETTER HOMES & GARDENS	22203	1754	13.4	7.9	101	894	12.3	4.0	93	860	14.6	3.9	110				
BON APPETIT	3810	464	3.5	12.2	156	*191	2.6	5.0	116	273	4.6	7.2	204				
BUSINESS WEEK	4663	488	3.7	10.5	134	*226	3.1	4.8	112	262	4.5	5.6	160				
CAR AND DRIVER	3102	405	3.1	13.1	167	**204	2.8	6.6	152	*201	3.4	6.5	185				
CBS MAGAZINE NETWORK (GROSS)	7311	835	6.4	11.4	146	466	6.4	6.4	148	369	6.3	5.0	144				
CHANGING TIMES	3400	451	3.4	13.3	169	*206	2.8	6.1	140	*246	4.2	7.2	206				
COLONIAL HOMES	1796	273	2.1	15.2	194	*146	2.0	8.1	188	**127	2.2	7.1	202				
CONDE NAST MAG. PKG. (GROSS)	19924	1725	13.1	8.7	111	914	12.6	4.6	106	812	13.8	4.1	116				
CONSUMERS DIGEST	3125	313	2.4	10.0	128	*201	2.8	6.4	149	**113	1.9	3.6	103				
COSMOPOLITAN	10577	812	6.2	7.7	98	413	5.7	3.9	90	399	6.8	3.8	108				
COUNTRY LIVING	3746	426	3.2	11.4	145	*225	3.1	6.0	139	*201	3.4	5.4	153				
CUISINE	2214	283	2.2	12.8	163	**124	1.7	5.6	130	*158	2.7	7.1	203				
CYCLE WORLD	2394	*169	1.3	7.1	90	**132	1.8	5.5	128	**37	0.6	1.5	44				
DCI:CREATIVE IDEAS FOR LIV	3068	*178	1.4	5.8	74	**120	1.7	3.9	91	**58	1.0	1.9	54				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	745	5.7	7.8	100	395	5.5	4.1	96	349	5.9	3.7	104				
DISCOVER	2277	*229	1.7	10.1	128	**126	1.7	5.5	128	**103	1.8	4.5	129				
EBONY	7187	860	6.6	12.0	153	470	6.5	6.5	151	391	6.6	5.4	155				
ESQUIRE	2560	*255	1.9	10.0	127	**163	2.2	6.4	147	*92	1.6	3.6	102				
ESSENCE	3242	393	3.0	12.1	155	*260	3.6	8.0	186	*132	2.2	4.1	116				
FAMILY CIRCLE	19639	1231	9.4	6.3	80	653	9.0	3.3	77	577	9.8	2.9	84				
THE FAMILY HANDYMAN	3540	365	2.8	10.3	132	*186	2.6	5.3	122	*179	3.0	5.1	144				
FAMILY WEEKLY	23924	1633	12.4	6.8	87	933	12.9	3.9	90	700	11.9	2.9	83				
FIELD & STREAM	9883	881	6.7	8.9	114	545	7.5	5.5	128	336	5.7	3.4	97				
FOOD & WINE	1030	*131	1.0	12.7	162	**76	1.0	7.4	171	**55	0.9	5.3	152				
FORBES	2679	326	2.5	12.2	155	*115	1.6	4.3	99	*211	3.6	7.9	225				
FORTUNE	2931	330	2.5	11.3	144	*143	2.0	4.9	113	*187	3.2	6.4	182				
GENTLEMEN'S QUARTERLY	3481	416	3.2	12.0	153	*195	2.7	5.6	130	*221	3.8	6.3	181				
GLAMOUR	7163	547	4.2	7.6	98	*286	3.9	4.0	92	*261	4.4	3.6	104				
GOLF DIGEST	2355	346	2.6	14.7	188	*174	2.4	7.4	171	*172	2.9	7.3	208				
GOLF DIGEST/TENNIS (GROSS)	3610	593	4.5	16.4	210	*278	3.8	7.7	178	315	5.4	8.7	249				
GOLF MAGAZINE	2046	360	2.7	17.6	225	*184	2.5	9.0	208	*176	3.0	8.6	245				
GOLF MAGAZINE/SKI (GROSS)	3547	540	4.1	15.2	194	*272	3.8	7.7	177	*268	4.6	7.6	215				
GOOD HOUSEKEEPING	20353	1497	11.4	7.4	94	910	12.6	4.5	103	587	10.0	2.9	82				
HARPER'S BAZAAR	3362	*312	2.4	9.3	119	**133	1.8	4.0	92	*179	3.0	5.3	152				
HEALTH	2987	*259	2.0	8.7	111	**143	2.0	4.8	111	**116	2.0	3.9	111				
HEARST MAG CORP. BUY (GROSS)	67928	6028	45.9	8.9	113	3449	47.6	5.1	118	2579	43.8	3.8	108				
HEARST MAN POWER (GROSS)	11282	1262	9.6	11.2	143	756	10.4	6.7	155	505	8.6	4.5	128				
HEARST WOMAN POWER (GROSS)	40514	2979	22.7	7.4	94	1721	23.7	4.2	98	1258	21.4	3.1	89				
HOUSE BEAUTIFUL	4885	379	2.9	7.8	99	*256	3.5	5.2	121	*123	2.1	2.5	72				
INC.	1308	*260	2.0	19.9	254	**81	1.1	6.2	143	**179	3.0	13.7	390				
JET	6498	700	5.3	10.8	138	389	5.4	6.0	139	312	5.3	4.8	137				
LADIES' HOME JOURNAL	14797	1005	7.7	6.8	87	660	9.1	4.5	103	345	5.9	2.3	66				
LHJ FAMILY GRP COMBO(GROSS)	21743	1627	12.4	7.5	96	1015	14.0	4.7	108	612	10.4	2.8	80				
LIFE	9881	828	6.3	8.4	107	361	5.0	3.7	85	467	7.9	4.7	135				
L.A. TIMES HOME MAGAZINE	2775	*183	1.4	6.6	84	**86	1.2	3.1	72	*96	1.6	3.5	99				
MADMOISELLE	4219	*251	1.9	5.9	76	**144	2.0	3.4	79	**107	1.8	2.5	72				
MC CALL'S	16422	1209	9.2	7.4	94	715	9.9	4.4	101	494	8.4	3.0	86				
MC CALL'S/WRK MOTHER (GROSS)	17919	1327	10.1	7.4	95	803	11.1	4.5	104	523	8.9	2.9	83				
MECHANIX ILLUSTRATED	4433	466	3.5	10.5	134	*310	4.3	7.0	162	*156	2.7	3.5	100				
METROPOLITAN HOME	1504	*204	1.6	13.6	173	**88	1.2	5.9	135	**116	2.0	7.7	220				
MONEY	4723	482	3.7	10.2	130	*236	3.3	5.0	116	246	4.2	5.2	148				
MOTHER EARTH NEWS	2325	*286	2.2	12.3	157	**150	2.1	6.5	149	**136	2.3	5.8	167				
MS.	1189	**131	1.0	11.0	141	**67	0.9	5.6	130	**64	1.1	5.4	153				
NATIONAL ENQUIRER	18892	1391	10.6	7.4	94	697	9.6	3.7	85	694	11.8	3.7	105				
NATIONAL GEOGRAPHIC	22129	2186	16.7	9.9	126	997	13.8	4.5	104	1189	20.2	5.4	153				
NATIONAL SUNDAY MAGAZINE PKG	103750	8191	62.4	7.9	101	4393	60.6	4.2	98	3798	64.6	3.7	104				
NATURAL HISTORY	1379	**163	1.2	11.8	151	**112	1.5	8.1	188	**50	0.8	3.6	103				
NEW WOMAN	2289	*165	1.3	7.2	92	**129	1.8	5.6	130	*37	0.6	1.6	46				
NEW YORK INCLUDING CUE	1088	*130	1.0	11.9	153	**74	1.0	6.8	157	**56	1.0	5.1	147				
THE NEW YORKER	2459	289	2.2	11.8	150	*174	2.4	7.1	164	*115	2.0	4.7	133				
NEWSWEEK	16527	1450	11.0	8.8	112	803	11.1	4.9	112	648	11.0	3.9	112				
THE N.Y. TIMES DAILY EDITION	2739	410	3.1	15.0	191	*185	2.6	6.8	156	*225	3.8	8.2	234				
THE N.Y. TIMES MAGAZINE	4443	456	3.5	10.3	131	*194	2.7	4.4	101	262	4.5	5.9	168				
OMNI	2799	*311	2.4	11.1	142	**138	1.9	4.9	114	**174	3.0	6.2	177				
ON CABLE	2209	*273	2.1	12.4	158	**211	2.9	9.6	221	**63	1.1	2.9	81				
1001 HOME IDEAS	3959	364	2.8	9.2	117	*212	2.9	5.4	124	*152	2.6	3.8	109				
ORGANIC GARDENING	3111	*213	1.6	6.8	87	**115	1.6	3.7	86	**98	1.7	3.2	90				
OUTDOOR LIFE	5024	565	4.3	11.2	144	311	4.3	6.2	143	*254	4.3	5.1	144				
PARADE MAGAZINE	51292	3930	29.9	7.7	98	1996	27.5	3.9	90	1935	32.9	3.8	108				

	TOTAL U.S. '000	BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	13129	100.0	7.8	100	7247	100.0	4.3	100	5883	100.0	3.5	100				
PARENTS	5298	407	3.1	7.7	98	*193	2.7	3.6	84	*215	3.7	4.1	116				
PENTHOUSE	5129	579	4.4	11.3	144	*213	2.9	4.2	96	366	6.2	7.1	203				
PEOPLE	21070	1668	12.7	7.9	101	858	11.8	4.1	94	810	13.8	3.8	110				
PLAYBOY	10562	1060	8.1	10.0	128	447	6.2	4.2	98	612	10.4	5.8	165				
POPULAR HOT RODDING	2498	*262	2.0	10.5	134	**168	2.3	6.7	156	**94	1.6	3.8	107				
POPULAR MECHANICS	5887	607	4.6	10.3	132	363	5.0	6.2	143	*244	4.1	4.1	118				
POPULAR SCIENCE	4317	467	3.6	10.8	138	*272	3.8	6.3	146	*195	3.3	4.5	129				
PREVENTION	5792	417	3.2	7.2	92	267	3.7	4.6	107	*150	2.5	2.6	74				
PSYCHOLOGY TODAY	3284	364	2.8	11.1	142	**196	2.7	6.0	138	*168	2.9	5.1	146				
READER'S DIGEST	40046	3326	25.3	8.3	106	1850	25.5	4.6	107	1477	25.1	3.7	105				
REDBOOK	9584	670	5.1	7.0	89	398	5.5	4.2	96	*272	4.6	2.8	81				
ROAD & TRACK	2590	*329	2.5	12.7	162	**136	1.9	5.3	122	**193	3.3	7.5	212				
ROLLING STONE	3302	*231	1.8	7.0	89	**95	1.3	2.9	67	**136	2.3	4.1	117				
RUNNER'S WORLD	1229	**88	0.7	7.2	91	**65	0.9	5.3	122	**23	0.4	1.9	53				
SATURDAY EVENING POST	2110	*169	1.3	8.0	102	**112	1.5	5.3	123	**57	1.0	2.7	77				
SCIENCE 84	1543	*189	1.4	12.2	156	**95	1.3	6.2	142	**94	1.6	6.1	174				
SCIENCE DIGEST	1747	*140	1.1	8.0	102	**88	1.2	5.0	117	**52	0.9	3.0	85				
SCIENTIFIC AMERICAN	1994	*247	1.9	12.4	158	*156	2.2	7.8	181	**92	1.6	4.6	132				
SELF	3119	*297	2.3	9.5	122	**164	2.3	5.3	122	**133	2.3	4.3	122				
SEVENTEEN	3923	*318	2.4	8.1	104	**145	2.0	3.7	86	**172	2.9	4.4	125				
SKI	1501	*180	1.4	12.0	153	**88	1.2	5.9	136	**92	1.6	6.1	175				
SMITHSONIAN	5976	678	5.2	11.3	145	236	3.3	3.9	91	442	7.5	7.4	211				
SOAP OPERA DIGEST	4228	411	3.1	9.7	124	*264	3.6	6.2	145	*148	2.5	3.5	100				
SOUTHERN LIVING	6488	566	4.3	8.7	111	*275	3.8	4.2	98	*292	5.0	4.5	128				
SPORT	3500	417	3.2	11.9	152	*233	3.2	6.7	154	*185	3.1	5.3	151				
THE SPORTING NEWS	2456	*241	1.8	9.8	125	**114	1.6	4.6	107	**127	2.2	5.2	147				
SPORTS AFIELD	3648	515	3.9	14.1	180	*306	4.2	8.4	194	*209	3.6	5.7	163				
SPORTS ILLUSTRATED	14484	1495	11.4	10.3	132	804	11.1	5.6	128	691	11.7	4.8	136				
STAR	12661	1012	7.7	8.0	102	544	7.5	4.3	99	468	8.0	3.7	105				
SUNDAY	52799	4566	34.8	8.6	110	2466	34.0	4.7	108	2099	35.7	4.0	113				
SUNSET	3513	352	2.7	10.0	128	*205	2.8	5.8	135	**147	2.5	4.2	119				
TV GUIDE	42766	3319	25.3	7.8	99	1849	25.5	4.3	100	1470	25.0	3.4	98				
TENNIS	1254	**247	1.9	19.7	252	**103	1.4	8.2	190	**143	2.4	11.4	325				
TIME	22054	2167	16.5	9.8	126	1053	14.5	4.8	111	1115	19.0	5.1	144				
TOWN & COUNTRY	1555	*235	1.8	15.1	193	**127	1.8	8.2	189	**108	1.8	6.9	198				
TRAVEL & LEISURE	2173	310	2.4	14.3	182	*158	2.2	7.3	168	*152	2.6	7.0	199				
TRUE STORY	4636	385	2.9	8.3	106	*267	3.7	5.8	133	**117	2.0	2.5	72				
U.S. NEWS & WORLD REPORT	10353	1177	9.0	11.4	145	618	8.5	6.0	138	560	9.5	5.4	154				
USA TODAY	4994	519	4.0	10.4	133	295	4.1	5.9	137	*224	3.8	4.5	128				
US	3528	*307	2.3	8.7	111	**168	2.3	4.8	110	**139	2.4	3.9	112				
VOGUE	5424	631	4.8	11.6	149	320	4.4	5.9	137	*310	5.3	5.7	163				
WALL STREET JOURNAL	6292	882	6.7	14.0	179	421	5.8	6.7	155	461	7.8	7.3	209				
WEIGHT WATCHERS	2762	*135	1.0	4.9	62	**95	1.3	3.4	80	**40	0.7	1.4	41				
WOMAN'S DAY	16320	1066	8.1	6.5	83	590	8.1	3.6	84	476	8.1	2.9	83				
WORKING MOTHER	1496	**117	0.9	7.8	100	**88	1.2	5.9	136	**29	0.5	1.9	55				
WORKING WOMAN	1851	*264	2.0	14.3	182	**160	2.2	8.6	200	**103	1.8	5.6	159				
WORLD TENNIS	580	**113	0.9	19.5	249	**54	0.7	9.3	215	**60	1.0	10.3	295				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1517	11.6	12.2	156	783	10.8	6.3	146	735	12.5	5.9	169				
BLAIR INSERTS	91671	7469	56.9	8.1	104	3917	54.0	4.3	99	3552	60.4	3.9	110				
DAILY NEWSPAPERS																	
READ ANY	109190	8462	64.5	7.7	99	4591	63.4	4.2	97	3871	65.8	3.5	101				
READ ONE	89587	6654	50.7	7.4	95	3758	51.9	4.2	97	2896	49.2	3.2	92				
READ TWO OR MORE	19602	1808	13.8	9.2	118	832	11.5	4.2	98	975	16.6	5.0	142				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	8750	66.6	8.0	102	4635	64.0	4.2	98	4115	69.9	3.8	107				
READ ONE	95074	7371	56.1	7.8	99	3896	53.8	4.1	95	3475	59.1	3.7	104				
READ TWO OR MORE	14588	1379	10.5	9.5	121	739	10.2	5.1	117	640	10.9	4.4	125				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.34				29.49				29.15							
30 DAY REACH	149706	11796	89.8	7.9	101	6560	90.5	4.4	101	5236	89.0	3.5	100				
50 SHWG - 30 DAY AV FREQ	15.16	15.24				15.27				15.20							
30 DAY REACH	142406	11344	86.4	8.0	102	6340	87.5	4.5	103	5005	85.1	3.5	100				
25 SHWG - 30 DAY AV FREQ	8.23	8.31				8.34				8.27							
30 DAY REACH	131152	10434	79.5	8.0	102	5809	80.2	4.4	103	4625	78.6	3.5	101				
CABLE TV: HOME WIRED	66879	5569	42.4	8.3	106	3017	41.6	4.5	104	2552	43.4	3.8	109				
HOME NOT WIRED	100848	7560	57.6	7.5	96	4230	58.4	4.2	97	3330	56.6	3.3	94				
HAVE PAY CABLE	35024	3162	24.1	9.0	115	1593	22.0	4.5	105	1570	26.7	4.5	128				

	TOTAL U.S. '000	BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL MALES	79263	7493	100.0	9.5	100	3926	100.0	5.0	100	3567	100.0	4.5	100				
HOUSEHOLD HEADS	66405	6445	86.0	9.7	103	3263	83.1	4.9	99	3182	89.2	4.8	106				
18 - 24	13945	1176	15.7	8.4	89	*679	17.3	4.9	98	*497	13.9	3.6	79				
25 - 34	19334	1855	24.8	9.6	101	931	23.7	4.8	97	924	25.9	4.8	106				
35 - 44	14196	1493	19.9	10.5	111	708	18.0	5.0	101	785	22.0	5.5	123				
45 - 54	10896	1070	14.3	9.8	104	507	12.9	4.7	94	564	15.8	5.2	115				
55 - 64	10378	1097	14.6	10.6	112	586	14.9	5.6	114	511	14.3	4.9	109				
65 OR OLDER	10514	801	10.7	7.6	81	515	13.1	4.9	99	287	8.0	2.7	61				
18 - 34	33279	3031	40.5	9.1	96	1610	41.0	4.8	98	1421	39.8	4.3	95				
18 - 49	52904	5133	68.5	9.7	103	2578	65.7	4.9	98	2555	71.6	4.8	107				
25 - 54	44426	4419	59.0	9.9	105	2145	54.6	4.8	97	2273	63.7	5.1	114				
35 - 49	19625	2102	28.1	10.7	113	968	24.7	4.9	100	1134	31.8	5.8	128				
50 OR OLDER	26359	2360	31.5	9.0	95	1348	34.3	5.1	103	1012	28.4	3.8	85				
GRADUATED COLLEGE	15982	1900	25.4	11.9	126	829	21.1	5.2	105	1071	30.0	6.7	149				
ATTENDED COLLEGE	13629	1221	16.3	9.0	95	565	14.4	4.1	84	656	18.4	4.8	107				
GRADUATED HIGH SCHOOL	28591	2764	36.9	9.7	102	1447	36.9	5.1	102	1317	36.9	4.6	102				
DID NOT GRADUATE HIGH SCHOOL	21061	1607	21.4	7.6	81	1085	27.6	5.2	104	*522	14.6	2.5	55				
EMPLOYED FULL-TIME	52316	5382	71.8	10.3	109	2650	67.5	5.1	102	2732	76.6	5.2	116				
EMPLOYED PART-TIME	4113	**325	4.3	7.9	84	**157	4.0	3.8	77	**169	4.7	4.1	91				
NOT EMPLOYED	22834	1786	23.8	7.8	83	1119	28.5	4.9	99	667	18.7	2.9	65				
PROFESSIONAL/MANAGER	15034	1545	20.6	10.3	109	720	18.3	4.8	97	825	23.1	5.5	122				
TECH/CLERICAL/SALES	11255	1104	14.7	9.8	104	*464	11.8	4.1	83	640	17.9	5.7	126				
PRECISION/CRAFT	11607	929	12.4	8.0	85	*460	11.7	4.0	80	469	13.1	4.0	90				
OTHER EMPLOYED	18534	2129	28.4	11.5	122	1162	29.6	6.3	127	967	27.1	5.2	116				
SINGLE	19562	1819	24.3	9.3	98	1073	27.3	5.5	111	746	20.9	3.8	85				
MARRIED	51896	4749	63.4	9.2	97	2367	60.3	4.6	92	2382	66.8	4.6	102				
DIVORCED/SEPARATED/WIDOWED	7804	925	12.3	11.9	125	486	12.4	6.2	126	*439	12.3	5.6	125				
PARENTS	25372	2373	31.7	9.4	99	1189	30.3	4.7	95	1184	33.2	4.7	104				
WHITE	69658	6351	84.8	9.1	96	3427	87.3	4.9	99	2925	82.0	4.2	93				
BLACK	7909	940	12.5	11.9	126	*452	11.5	5.7	115	488	13.7	6.2	137				
OTHER	1696	**202	2.7	11.9	126	*447	1.2	2.8	56	**155	4.3	9.1	203				
NORTHEAST-CENSUS	17202	1627	21.7	9.5	100	722	18.4	4.2	85	906	25.4	5.3	117				
NORTH CENTRAL	20461	2264	30.2	11.1	117	1629	41.5	8.0	161	635	17.8	3.1	69				
SOUTH	26695	2152	28.7	8.1	85	1024	26.1	3.8	77	1128	31.6	4.2	94				
WEST	14906	1450	19.4	9.7	103	551	14.0	3.7	75	899	25.2	6.0	134				
NORTHEAST-MKTG.	17962	1614	21.5	9.0	95	631	16.1	3.5	71	983	27.6	5.5	122				
EAST CENTRAL	11741	1227	16.4	10.5	111	777	19.8	6.6	134	*450	12.6	3.8	85				
WEST CENTRAL	13518	1535	20.5	11.4	120	1073	27.3	7.9	160	462	13.0	3.4	76				
SOUTH	23168	1842	24.6	8.0	84	986	25.1	4.3	86	856	24.0	3.7	82				
PACIFIC	12874	1274	17.0	9.9	105	*459	11.7	3.6	72	815	22.8	6.3	141				
COUNTY SIZE A	32596	3241	43.3	9.9	105	1465	37.3	4.5	91	1776	49.8	5.4	121				
COUNTY SIZE B	23814	2281	30.4	9.6	101	1272	32.4	5.3	108	1009	28.3	4.2	94				
COUNTY SIZE C	12663	1091	14.6	8.6	91	663	16.9	5.2	106	*428	12.0	3.4	75				
COUNTY SIZE D	10190	880	11.7	8.6	91	*526	13.4	5.2	104	*354	9.9	3.5	77				
METRO CENTRAL CITY	23190	2425	32.4	10.5	111	1300	33.1	5.6	113	1125	31.5	4.9	108				
METRO SUBURBAN	36920	3324	44.4	9.0	95	1682	42.8	4.6	92	1641	46.0	4.4	99				
NON METRO	19152	1744	23.3	9.1	96	944	24.0	4.9	100	801	22.5	4.2	93				
TOP 5 ADI'S	18703	1867	24.9	10.0	106	806	20.5	4.3	87	1061	29.7	5.7	126				
TOP 10 ADI'S	26158	2512	33.5	9.6	102	1138	29.0	4.4	88	1374	38.5	5.3	117				
TOP 20 ADI'S	36612	3475	46.4	9.5	100	1751	44.6	4.8	97	1724	48.3	4.7	105				
HSGLD INC. \$50,000 OR MORE	9326	1178	15.7	12.6	134	*568	14.5	6.1	123	610	17.1	6.5	145				
\$40,000 OR MORE	18002	2158	28.8	12.0	127	893	22.7	5.0	100	1266	35.5	7.0	156				
\$30,000 OR MORE	31361	3299	44.0	10.5	111	1382	35.2	4.4	89	1918	53.8	6.1	136				
\$25,000 OR MORE	39858	4205	56.1	10.5	112	1914	48.8	4.8	97	2291	64.2	5.7	128				
\$20,000 - \$24,999	8664	658	8.8	7.6	80	*321	8.2	3.7	75	*337	9.4	3.9	86				
\$15,000 - \$19,999	7964	886	11.8	11.1	118	*594	15.1	7.5	151	*292	8.2	3.7	81				
\$10,000 - \$14,999	11093	872	11.6	7.9	83	*498	12.7	4.5	91	*374	10.5	3.4	75				
UNDER \$10,000	11683	872	11.6	7.5	79	599	15.3	5.1	104	*273	7.7	2.3	52				
HOUSEHOLD OF 1 PERSON	7453	746	10.0	10.0	106	362	9.2	4.9	98	384	10.8	5.2	114				
2 PEOPLE	24757	2274	30.3	9.2	97	1280	32.6	5.2	104	994	27.9	4.0	89				
3 OR 4 PEOPLE	32682	2971	39.7	9.1	96	1543	39.3	4.7	95	1427	40.0	4.4	97				
5 OR MORE PEOPLE	14370	1503	20.1	10.5	111	*741	18.9	5.2	104	*762	21.4	5.3	118				
NO CHILD IN HSHLD	46768	4457	59.5	9.5	101	2340	59.6	5.0	101	2118	59.4	4.5	101				
CHILD(REN) UNDER 2 YRS	4799	*375	5.0	7.8	83	**167	4.3	3.5	70	**208	5.8	4.3	96				
2 - 5 YEARS	11125	757	10.1	6.8	72	*411	10.5	3.7	75	*347	9.7	3.1	69				
6 - 11 YEARS	14193	1244	16.6	8.8	93	*618	15.7	4.4	88	625	17.5	4.4	98				
12 - 17 YEARS	17402	1832	24.4	10.5	111	947	24.1	5.4	110	885	24.8	5.1	113				
RESIDENCE OWNED	56398	5260	70.2	9.3	99	2717	69.2	4.8	97	2543	71.3	4.5	100				
VALUE: \$50,000 OR MORE	34811	3477	46.4	10.0	106	1646	41.9	4.7	95	1831	51.3	5.3	117				
VALUE: UNDER \$50,000	21587	1783	23.8	8.3	87	1071	27.3	5.0	100	*712	20.0	3.3	73				

		BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES								
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	7493	100.0	9.5	100	3926	100.0	5.0	100	3567	100.0	4.5	100				
MAGAZINES	QUINTILE 1	16033	1805	24.1	11.3	119	891	22.7	5.6	112	914	25.6	5.7	127				
	QUINTILE 2	15354	1500	20.0	9.8	103	745	19.0	4.9	98	756	21.2	4.9	109				
	QUINTILE 3	15888	1467	19.6	9.2	98	727	18.5	4.6	92	739	20.7	4.7	103				
	QUINTILE 4	17310	1373	18.3	7.9	84	717	18.3	4.1	84	657	18.4	3.8	84				
	QUINTILE 5	14677	1347	18.0	9.2	97	846	21.5	5.8	116	502	14.1	3.4	76				
NEWSPAPERS	QUINTILE 1	15277	1486	19.8	9.7	103	706	18.0	4.6	93	780	21.9	5.1	113				
	QUINTILE 2	22745	2078	27.7	9.1	97	999	25.4	4.4	89	1079	30.2	4.7	105				
	QUINTILE 3	10692	998	13.3	9.3	99	*531	13.5	5.0	100	467	13.1	4.4	97				
	QUINTILE 4	11646	1230	16.4	10.6	112	783	19.9	6.7	136	*447	12.5	3.8	85				
	QUINTILE 5	18903	1701	22.7	9.0	95	907	23.1	4.8	97	794	22.3	4.2	93				
OUTDOOR	QUINTILE 1	16620	1725	23.0	10.4	110	968	24.7	5.8	118	757	21.2	4.6	101				
	QUINTILE 2	16377	1417	18.9	8.7	92	730	18.6	4.5	90	687	19.3	4.2	93				
	QUINTILE 3	15995	1695	22.6	10.6	112	803	20.5	5.0	101	892	25.0	5.6	124				
	QUINTILE 4	15592	1301	17.4	8.3	88	698	17.8	4.5	90	603	16.9	3.9	86				
	QUINTILE 5	14679	1356	18.1	9.2	98	728	18.5	5.0	100	628	17.6	4.3	95				
RADIO-DRIVE TIME	QUINTILE 1	15746	1465	19.6	9.3	98	704	17.9	4.5	90	761	21.3	4.8	107				
	QUINTILE 2	15067	1477	19.7	9.8	104	846	21.5	5.6	113	631	17.7	4.2	93				
	QUINTILE 3	15631	1306	17.4	8.4	88	577	14.7	3.7	75	729	20.4	4.7	104				
	QUINTILE 4	16245	1603	21.4	9.9	104	755	19.2	4.6	94	849	23.8	5.2	116				
	QUINTILE 5	16573	1641	21.9	9.9	105	1043	26.6	6.3	127	598	16.8	3.6	80				
RADIO-MID-DAY	TERCILE 1	21788	2178	29.1	10.0	106	1215	30.9	5.6	113	963	27.0	4.4	98				
	TERCILE 2	21151	1975	26.4	9.3	99	1088	27.7	5.1	104	886	24.8	4.2	93				
	TERCILE 3	36323	3340	44.6	9.2	97	1622	41.3	4.5	90	1718	48.2	4.7	105				
RADIO-TOTAL	QUINTILE 1	15977	1437	19.2	9.0	95	793	20.2	5.0	100	645	18.1	4.0	90				
	QUINTILE 2	15923	1719	22.9	10.8	114	910	23.2	5.7	115	809	22.7	5.1	113				
	QUINTILE 3	14980	1284	17.1	8.6	91	599	15.3	4.0	81	685	19.2	4.6	102				
	QUINTILE 4	17123	1612	21.5	9.4	100	782	19.9	4.6	92	830	23.3	4.8	108				
	QUINTILE 5	15260	1441	19.2	9.4	100	842	21.4	5.5	111	599	16.8	3.9	87				
TV-PRIME TIME	QUINTILE 1	15674	1482	19.8	9.5	100	806	20.5	5.1	104	676	19.0	4.3	96				
	QUINTILE 2	15944	1468	19.6	9.2	97	685	17.4	4.3	87	783	22.0	4.9	109				
	QUINTILE 3	16037	1566	20.9	9.8	103	820	20.9	5.1	103	745	20.9	4.6	103				
	QUINTILE 4	15412	1605	21.4	10.4	110	774	19.7	5.0	101	831	23.3	5.4	120				
	QUINTILE 5	16194	1371	18.3	8.5	90	840	21.4	5.2	105	531	14.9	3.3	73				
TV-DAYTIME	TERCILE 1	19156	1696	22.6	8.9	94	1170	29.8	6.1	123	526	14.7	2.7	61				
	TERCILE 2	19343	2072	27.7	10.7	113	999	25.4	5.2	104	1074	30.1	5.6	123				
	TERCILE 3	40764	3724	49.7	9.1	97	1757	44.8	4.3	87	1967	55.1	4.8	107				
TV-TOTAL	QUINTILE 1	15844	1550	20.7	9.8	103	960	24.5	6.1	122	590	16.5	3.7	83				
	QUINTILE 2	15767	1562	20.8	9.9	105	760	19.4	4.8	97	802	22.5	5.1	113				
	QUINTILE 3	15775	1344	17.9	8.5	90	754	19.2	4.8	96	590	16.5	3.7	83				
	QUINTILE 4	15903	1554	20.7	9.8	103	690	17.6	4.3	88	864	24.2	5.4	121				
	QUINTILE 5	15974	1484	19.8	9.3	98	762	19.4	4.8	96	722	20.2	4.5	100				
MAGAZINES-NEWSPAPERS: DUAL		21225	2140	28.6	10.1	107	1036	26.4	4.9	99	1105	31.0	5.2	116				
MAGAZINE IMPERATIVE		17728	1860	24.8	10.5	111	950	24.2	5.4	108	910	25.5	5.1	114				
NEWSPAPER IMPERATIVE		22987	1879	25.1	8.2	86	941	24.0	4.1	83	938	26.3	4.1	91				
MAGAZINES-OUTDOOR: DUAL		16244	1726	23.0	10.6	112	818	20.8	5.0	102	908	25.5	5.6	124				
MAGAZINE IMPERATIVE		24016	2329	31.1	9.7	103	1166	29.7	4.9	98	1164	32.6	4.8	108				
OUTDOOR IMPERATIVE		26020	2488	33.2	9.6	101	1379	35.1	5.3	107	1109	31.1	4.3	95				
MAGAZINES-RADIO: DUAL		16918	1597	21.3	9.4	100	803	20.5	4.7	96	794	22.3	4.7	104				
MAGAZINE IMPERATIVE		23456	2435	32.5	10.4	110	1167	29.7	5.0	100	1268	35.5	5.4	120				
RADIO IMPERATIVE		23900	2103	28.1	8.8	93	1168	29.8	4.9	99	935	26.2	3.9	87				
MAGAZINES-TELEVISION: DUAL		15791	1644	21.9	10.4	110	891	22.7	5.6	114	754	21.1	4.8	106				
MAGAZINE IMPERATIVE		25476	2533	33.8	9.9	105	1243	31.7	4.9	99	1290	36.2	5.1	113				
TELEVISION IMPERATIVE		25744	2304	30.7	8.9	95	1281	32.6	5.0	100	1023	28.7	4.0	88				
NEWSPAPERS-OUTDOOR: DUAL		17628	1690	22.6	9.6	101	821	20.9	4.7	94	869	24.4	4.9	110				
NEWSPAPER IMPERATIVE		26414	2386	31.8	9.0	96	1151	29.3	4.4	88	1236	34.7	4.7	104				
OUTDOOR IMPERATIVE		23059	2247	30.0	9.7	103	1242	31.6	5.4	109	1005	28.2	4.4	97				
NEWSPAPERS-RADIO: DUAL		17996	1684	22.5	9.4	99	866	22.1	4.8	97	818	22.9	4.5	101				
NEWSPAPER IMPERATIVE		26269	2519	33.6	9.6	101	1189	30.3	4.5	91	1330	37.3	5.1	113				
RADIO IMPERATIVE		21342	2013	26.9	9.4	100	1067	27.2	5.0	101	946	26.5	4.4	98				
NEWSPAPERS-TELEVISION: DUAL		17359	1594	21.3	9.2	97	703	17.9	4.0	82	891	25.0	5.1	114				
NEWSPAPER IMPERATIVE		26889	2499	33.4	9.3	98	1205	30.7	4.5	90	1294	36.3	4.8	107				
TELEVISION IMPERATIVE		21698	2270	30.3	10.5	111	1466	37.3	6.8	136	804	22.5	3.7	82				
OUTDOOR-RADIO: DUAL		16456	1712	22.8	10.4	110	930	23.7	5.7	114	783	22.0	4.8	106				
OUTDOOR IMPERATIVE		25870	2422	32.3	9.4	99	1275	32.5	4.9	100	1146	32.1	4.4	98				
RADIO IMPERATIVE		23943	2259	30.1	9.4	100	1180	30.1	4.9	100	1079	30.2	4.5	100				
OUTDOOR-TELEVISION: DUAL		15918	1627	21.7	10.2	108	849	21.6	5.3	108	778	21.8	4.9	109				
OUTDOOR IMPERATIVE		26398	2557	34.1	9.7	102	1334	34.0	5.1	102	1222	34.3	4.6	103				
TELEVISION IMPERATIVE		24851	2234	29.8	9.0	95	1253	31.9	5.0	102	981	27.5	3.9	88				
RADIO-TELEVISION: DUAL		15584	1385	18.5	8.9	94	738	18.8	4.7	96	647	18.1	4.2	92				
RADIO IMPERATIVE		25472	2475	33.0	9.7	103	1229	31.3	4.8	97	1247	35.0	4.9	109				
TELEVISION IMPERATIVE		25578	2421	32.3	9.5	100	1374	35.0	5.4	108	1047	29.4	4.1	91				

	TOTAL U.S. '000	BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	7493	100.0	9.5	100	3926	100.0	5.0	100	3567	100.0	4.5	100				
ATLANTIC MONTHLY	452	**93	1.2	20.6	218	**52	1.3	11.5	232	**40	1.1	8.8	197				
BARRON'S	1058	*154	2.1	14.6	154	**113	2.9	10.7	216	**41	1.1	3.9	86				
BETTER HOMES & GARDENS	4773	573	7.6	12.0	127	273	7.0	5.7	115	*300	8.4	6.3	140				
BON APPETIT	1037	*211	2.8	20.3	215	**88	2.2	8.5	171	**123	3.4	11.9	264				
BUSINESS WEEK	3193	378	5.0	11.8	125	*179	4.6	5.6	113	*199	5.6	6.2	138				
CAR AND DRIVER	2705	397	5.3	14.7	155	**196	5.0	7.2	146	*200	5.6	7.4	164				
CBS MAGAZINE NETWORK (GROSS)	5678	731	9.8	12.9	136	*413	10.5	7.3	147	*318	8.9	5.6	124				
CHANGING TIMES	1847	*300	4.0	16.2	172	**136	3.5	7.4	149	**164	4.6	8.9	197				
COLONIAL HOMES	492	**111	1.5	22.6	239	**86	2.2	17.5	353	**25	0.7	5.1	113				
CONDE NAST MAG. PKG. (GROSS)	2066	*331	4.4	16.0	169	**239	6.1	11.6	234	**91	2.6	4.4	98				
CONSUMERS DIGEST	1719	*259	3.5	15.1	159	**182	4.6	10.6	214	**78	2.2	4.5	101				
COSMOPOLITAN	1762	*197	2.6	11.2	118	**136	3.5	7.7	156	**61	1.7	3.5	77				
COUNTRY LIVING	1110	*243	3.2	21.9	232	**140	3.6	12.6	255	**103	2.9	9.3	206				
CUISINE	660	*129	1.7	19.5	207	**78	2.0	11.8	239	**51	1.4	7.7	172				
CYCLE WORLD	1924	**143	1.9	7.4	79	**107	2.7	5.6	112	**36	1.0	1.9	42				
DCI:CREATIVE IDEAS FOR LIV	437	**75	1.0	17.2	182	**68	1.7	15.6	314	**6	0.2	1.4	31				
DCI:CREAT. IDEA/SO.LIV(GROSS)	2491	345	4.6	13.8	147	**189	4.8	7.6	153	*157	4.4	6.3	140				
DISCOVER	1279	*166	2.2	13.0	137	**94	2.4	7.3	148	**72	2.0	5.6	125				
EBONY	2898	402	5.4	13.9	147	*233	5.9	8.0	162	*169	4.7	5.8	130				
ESQUIRE	1384	*133	1.8	9.6	102	**86	2.2	6.2	125	**47	1.3	3.4	75				
ESSENCE	850	*160	2.1	18.8	199	**87	2.2	10.2	207	**73	2.0	8.6	191				
FAMILY CIRCLE	2430	*215	2.9	8.8	94	**134	3.4	5.5	111	**81	2.3	3.3	74				
THE FAMILY HANDYMAN	2356	*258	3.4	11.0	116	**137	3.5	5.8	117	**121	3.4	5.1	114				
FAMILY WEEKLY	11533	935	12.5	8.1	86	538	13.7	4.7	94	397	11.1	3.4	76				
FIELD & STREAM	7444	760	10.1	10.2	108	469	11.9	6.3	127	291	8.2	3.9	87				
FOOD & WINE	416	**98	1.3	23.6	249	**59	1.5	14.2	286	**39	1.1	9.4	208				
FORBES	1865	*276	3.7	14.8	157	*110	2.8	5.9	119	*166	4.7	8.9	198				
FORTUNE	1849	*267	3.6	14.4	153	**109	2.8	5.9	119	*157	4.4	8.5	189				
GENTLEMEN'S QUARTERLY	2284	*315	4.2	13.8	146	**177	4.5	7.7	156	**138	3.9	6.0	134				
GLAMOUR	538	**85	1.1	15.8	167	**56	1.4	10.4	210	**30	0.8	5.6	124				
GOLF DIGEST	1649	279	3.7	16.9	179	**161	4.1	9.8	197	*118	3.3	7.2	159				
GOLF DIGEST/TENNIS (GROSS)	2294	418	5.6	18.2	193	*228	5.8	9.9	201	*190	5.3	8.3	184				
GOLF MAGAZINE	1577	*324	4.3	20.5	217	*176	4.5	11.2	225	**148	4.1	9.4	209				
GOLF MAGAZINE/SKI (GROSS)	2487	467	6.2	18.8	199	*258	6.6	10.4	209	*209	5.9	8.4	187				
GOOD HOUSEKEEPING	2569	270	3.6	10.5	111	*174	4.4	6.8	137	**96	2.7	3.7	83				
HARPER'S BAZAAR	431	**80	1.1	18.6	196	**46	1.2	10.7	215	**34	1.0	7.9	175				
HEALTH	788	**111	1.5	14.1	149	**88	2.2	11.2	225	**23	0.6	2.9	65				
HEARST MAG CORP. BUY (GROSS)	18781	2531	33.8	13.5	143	1581	40.3	8.4	170	950	26.6	5.1	112				
HEARST MAN POWER (GROSS)	9169	1111	14.8	12.1	128	677	17.2	7.4	149	433	12.1	4.7	105				
HEARST WOMAN POWER (GROSS)	5452	577	7.7	10.6	112	376	9.6	6.9	139	*201	5.6	3.7	82				
HOUSE BEAUTIFUL	1020	**144	1.9	14.1	149	**95	2.4	9.3	188	**49	1.4	4.8	107				
INC.	993	*242	3.2	24.4	258	**70	1.8	7.0	142	**172	4.8	17.3	385				
JET	2808	286	3.8	10.2	108	**152	3.9	5.4	109	*134	3.8	4.8	106				
LADIES' HOME JOURNAL	1868	*184	2.5	9.9	104	**130	3.3	7.0	141	**54	1.5	2.9	64				
LHJ FAMILY GRP COMBO(GROSS)	3582	465	6.2	13.0	137	*303	7.7	8.5	171	*162	4.5	4.5	100				
LIFE	4817	462	6.2	9.6	101	*223	5.7	4.6	93	*239	6.7	5.0	110				
L.A. TIMES HOME MAGAZINE	1465	*129	1.7	8.8	93	**63	1.6	4.3	87	**66	1.9	4.5	100				
MADEMOISELLE	460	**52	0.7	11.3	120	**46	1.2	10.0	202	**5	0.1	1.1	24				
MC CALL'S	1764	*167	2.2	9.5	100	**106	2.7	6.0	121	**61	1.7	3.5	77				
MC CALL'S/WRK MOTHER (GROSS)	2062	*232	3.1	11.3	119	**164	4.2	8.0	161	**68	1.9	3.3	73				
MECHANIX ILLUSTRATED	3625	399	5.3	11.0	116	*277	7.1	7.6	154	**123	3.4	3.4	75				
METROPOLITAN HOME	495	**103	1.4	20.8	220	**79	2.0	16.0	322	**24	0.7	4.8	108				
MONEY	3017	321	4.3	10.6	113	*176	4.5	5.8	118	*145	4.1	4.8	107				
MOTHER EARTH NEWS	1203	*213	2.8	17.7	187	**123	3.1	10.2	206	**90	2.5	7.5	166				
MS.	*257	**63	0.8	24.5	259	**45	1.1	17.5	354	**19	0.5	7.4	164				
NATIONAL ENQUIRER	6921	620	8.3	9.0	95	*288	7.3	4.2	84	332	9.3	4.8	107				
NATIONAL GEOGRAPHIC	11626	1392	18.6	12.0	127	653	16.6	5.6	113	739	20.7	6.4	141				
NATIONAL SUNDAY MAGAZINE PKG	49424	4731	63.1	9.6	101	2477	63.1	5.0	101	2254	63.2	4.6	101				
NATURAL HISTORY	753	**123	1.6	16.3	173	**89	2.3	11.8	239	**34	1.0	4.5	100				
NEW WOMAN	*296	**60	0.8	20.3	214	**54	1.4	18.2	368	**7	0.2	2.4	53				
NEW YORK INCLUDING CUE	541	**74	1.0	13.7	145	**61	1.6	11.3	228	**13	0.4	2.4	53				
THE NEW YORKER	1078	*146	1.9	13.5	143	**107	2.7	9.9	200	**38	1.1	3.5	78				
NEWSWEEK	9602	921	12.3	9.6	101	486	12.4	5.1	102	435	12.2	4.5	101				
THE N.Y. TIMES DAILY EDITION	1376	280	3.7	20.3	215	*131	3.3	9.5	192	*149	4.2	10.8	241				
THE N.Y. TIMES MAGAZINE	2110	307	4.1	14.5	154	*155	3.9	7.3	148	*152	4.3	7.2	160				
OMNI	1927	*254	3.4	13.2	139	**111	2.8	5.8	116	**143	4.0	7.4	165				
ON CABLE	911	**153	2.0	16.8	178	**108	2.8	11.9	239	**45	1.3	4.9	110				
1001 HOME IDEAS	927	**170	2.3	18.3	194	**85	2.2	9.2	185	**84	2.4	9.1	201				
ORGANIC GARDENING	1430	*172	2.3	12.0	127	**92	2.3	6.4	130	**81	2.3	5.7	126				
OUTDOOR LIFE	4064	478	6.4	11.8	124	*271	6.9	6.7	135	*207	5.8	5.1	113				
PARADE MAGAZINE	24538	2247	30.0	9.2	97	1051	26.8	4.3	86	1196	33.5	4.9	108				

	TOTAL U.S. '000	BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	7493	100.0	9.5	100	3926	100.0	5.0	100	3567	100.0	4.5	100				
PARENTS	1126	*179	2.4	15.9	168	**113	2.9	10.0	203	**65	1.8	5.8	128				
PENTHOUSE	4157	454	6.1	10.9	116	*157	4.0	3.8	76	*297	8.3	7.1	159				
PEOPLE	7591	749	10.0	9.9	104	359	9.1	4.7	95	390	10.9	5.1	114				
PLAYBOY	8379	851	11.4	10.2	107	347	8.8	4.1	84	504	14.1	6.0	134				
POPULAR HOT RODDING	2110	*225	3.0	10.7	113	**135	3.4	6.4	129	**90	2.5	4.3	95				
POPULAR MECHANICS	4850	551	7.4	11.4	120	*321	8.2	6.6	134	*230	6.4	4.7	105				
POPULAR SCIENCE	3397	439	5.9	12.9	137	*249	6.3	7.3	148	*191	5.4	5.6	125				
PREVENTION	1720	*248	3.3	14.4	153	*167	4.3	9.7	196	**82	2.3	4.8	106				
PSYCHOLOGY TODAY	1344	*194	2.6	14.4	153	**107	2.7	8.0	161	**87	2.4	6.5	144				
READER'S DIGEST	16016	1782	23.8	11.1	118	948	24.1	5.9	120	833	23.4	5.2	116				
REDBOOK	1121	**110	1.5	9.8	104	**65	1.7	5.8	117	**44	1.2	3.9	87				
ROAD & TRACK	2161	*315	4.2	14.6	154	**125	3.2	5.8	117	**190	5.3	8.8	195				
ROLLING STONE	1948	**164	2.2	8.4	89	**63	1.6	3.2	65	**101	2.8	5.2	115				
RUNNER'S WORLD	899	**69	0.9	7.7	81	**54	1.4	6.0	121	**14	0.4	1.6	35				
SATURDAY EVENING POST	841	**111	1.5	13.2	140	**81	2.1	9.6	194	**30	0.8	3.6	79				
SCIENCE 84	841	*162	2.2	19.3	204	**95	2.4	11.3	228	**67	1.9	8.0	177				
SCIENCE DIGEST	1194	**119	1.6	10.0	105	**79	2.0	6.6	134	**40	1.1	3.4	74				
SCIENTIFIC AMERICAN	1379	*185	2.5	13.4	142	*156	4.0	11.3	228	**29	0.8	2.1	47				
SELF	436	**75	1.0	17.2	182	**58	1.5	13.3	269	**17	0.5	3.9	87				
SEVENTEEN	614	**75	1.0	12.2	129	**49	1.2	8.0	161	**27	0.8	4.4	98				
SKI	910	**143	1.9	15.7	166	**82	2.1	9.0	182	**61	1.7	6.7	149				
SMITHSONIAN	2937	430	5.7	14.6	155	*154	3.9	5.2	106	*276	7.7	9.4	209				
SOAP OPERA DIGEST	545	**65	0.9	11.9	126	**60	1.5	11.0	222	**5	0.1	0.9	20				
SOUTHERN LIVING	2054	*271	3.6	13.2	140	**120	3.1	5.8	118	*150	4.2	7.3	162				
SPORT	2799	403	5.4	14.4	152	*231	5.9	8.3	167	*172	4.8	6.1	137				
THE SPORTING NEWS	1938	*234	3.1	12.1	128	**107	2.7	5.5	111	**127	3.6	6.6	146				
SPORTS AFIELD	3125	*441	5.9	14.1	149	*278	7.1	8.9	180	*163	4.6	5.2	116				
SPORTS ILLUSTRATED	11159	1193	15.9	10.7	113	646	16.5	5.8	117	*547	15.3	4.9	109				
STAR	4095	412	5.5	10.1	106	*188	4.8	4.6	93	*224	6.3	5.5	122				
SUNDAY	25169	2608	34.8	10.4	110	1438	36.6	5.7	115	1170	32.8	4.6	103				
SUNSET	1294	*221	2.9	17.1	181	**123	3.1	9.5	192	**99	2.8	7.7	170				
TV GUIDE	18508	1760	23.5	9.5	101	888	22.6	4.8	97	872	24.4	4.7	105				
TENNIS	645	**139	1.9	21.6	228	**67	1.7	10.4	210	**72	2.0	11.2	248				
TIME	12124	1492	19.9	12.3	130	767	19.5	6.3	128	725	20.3	6.0	133				
TOWN & COUNTRY	493	**122	1.6	24.7	262	**76	1.9	15.4	311	**46	1.3	9.3	207				
TRAVEL & LEISURE	1122	*202	2.7	18.0	190	**113	2.9	10.1	203	**89	2.5	7.9	176				
TRUE STORY	690	**70	0.9	10.1	107	**65	1.7	9.4	190	**6	0.2	0.9	19				
U.S. NEWS & WORLD REPORT	6571	860	11.5	13.1	138	433	11.0	6.6	133	427	12.0	6.5	144				
USA TODAY	3120	429	5.7	13.8	145	*237	6.0	7.6	153	*192	5.4	6.2	137				
US	1315	**187	2.5	14.2	150	**117	3.0	8.9	180	**70	2.0	5.3	118				
VOGUE	632	**119	1.6	18.8	199	**79	2.0	12.5	252	**40	1.1	6.3	141				
MALL STREET JOURNAL	4247	695	9.3	16.4	173	339	8.6	8.0	161	356	10.0	8.4	186				
HEIGHT WATCHERS	398	**34	0.5	8.5	90	**12	0.3	3.0	61	**22	0.6	5.5	123				
WOMAN'S DAY	1139	**141	1.9	12.4	131	**79	2.0	6.9	140	**62	1.7	5.4	121				
WORKING MOTHER	*298	**66	0.9	22.1	234	**58	1.5	19.5	393	**8	0.2	2.7	60				
WORKING WOMAN	327	**65	0.9	19.9	210	**57	1.5	17.4	352	**8	0.2	2.4	54				
WORLD TENNIS	397	**96	1.3	24.2	256	**54	1.4	13.6	275	**42	1.2	10.6	235				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1408	18.8	14.6	155	732	18.6	7.6	153	676	19.0	7.0	156				
BLAIR INSERTS	43762	4446	59.3	10.2	107	2295	58.5	5.2	106	2151	60.3	4.9	109				
DAILY NEWSPAPERS																	
READ ANY	52459	4842	64.6	9.2	98	2470	62.9	4.7	95	2373	66.5	4.5	101				
READ ONE	41891	3795	50.6	9.1	96	1952	49.7	4.7	94	1842	51.6	4.4	98				
READ TWO OR MORE	10568	1048	14.0	9.9	105	517	13.2	4.9	99	530	14.9	5.0	111				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	5079	67.8	9.8	103	2577	65.6	5.0	100	2502	70.1	4.8	107				
READ ONE	44561	4269	57.0	9.6	101	2149	54.7	4.8	97	2121	59.5	4.8	106				
READ TWO OR MORE	7368	810	10.8	11.0	116	428	10.9	5.8	117	381	10.7	5.2	115				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.44				30.65				28.12							
30 DAY REACH	71522	6746	90.0	9.4	100	3534	90.0	4.9	100	3212	90.0	4.5	100				
50 SHWG - 30 DAY AV FREQ	15.55	15.19				15.85				14.46							
30 DAY REACH	68168	6528	87.1	9.6	101	3423	87.2	5.0	101	3106	87.1	4.6	101				
25 SHWG - 30 DAY AV FREQ	8.43	8.24				8.59				7.84							
30 DAY REACH	62898	6041	80.6	9.6	102	3155	80.4	5.0	101	2885	80.9	4.6	102				
CABLE TV: HOME WIRED	31664	3188	42.5	10.1	107	1678	42.7	5.3	107	1510	42.3	4.8	106				
HOME NOT WIRED	47599	4305	57.5	9.0	96	2248	57.3	4.7	95	2057	57.7	4.3	96				
HAVE PAY CABLE	17139	1842	24.6	10.7	114	871	22.2	5.1	103	971	27.2	5.7	126				

	TOTAL U.S. '000	BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES							
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	5637	100.0	6.4	100	3321	100.0	3.8	100	2316	100.0	2.6	100				
FEMALE HOMEOWNERS	80986	4895	86.8	6.0	95	2881	86.8	3.6	95	2014	87.0	2.5	95				
EMPLOYED MOTHERS	18702	1301	23.1	7.0	109	695	20.9	3.7	99	606	26.2	3.2	124				
18 - 24	14726	1222	21.7	8.3	130	*612	18.4	4.2	111	*610	26.3	4.1	158				
25 - 34	20202	1079	19.1	5.3	84	633	19.1	3.1	83	446	19.3	2.2	84				
35 - 44	14781	898	15.9	6.1	95	*500	15.1	3.4	90	*399	17.2	2.7	103				
45 - 54	11449	773	13.7	6.8	106	*416	12.5	3.6	97	*357	15.4	3.1	119				
55 - 64	11846	839	14.9	7.1	111	582	17.5	4.9	131	**257	11.1	2.2	83				
65 OR OLDER	15459	827	14.7	5.3	84	580	17.5	3.8	100	*247	10.7	1.6	61				
18 - 34	34928	2300	40.8	6.6	103	1244	37.5	3.6	95	1056	45.6	3.0	115				
18 - 49	55154	3601	63.9	6.5	102	1940	58.4	3.5	94	1662	71.8	3.0	115				
25 - 54	46433	2749	48.8	5.9	93	1548	46.6	3.3	89	1201	51.9	2.6	99				
35 - 49	20226	1301	23.1	6.4	101	695	20.9	3.4	92	606	26.2	3.0	114				
50 OR OLDER	33310	2036	36.1	6.1	96	1382	41.6	4.1	111	654	28.2	2.0	75				
GRADUATED COLLEGE	12110	813	14.4	6.7	105	*437	13.2	3.6	96	*377	16.3	3.1	119				
ATTENDED COLLEGE	15309	959	17.0	6.3	98	*432	13.0	2.8	75	527	22.8	3.4	131				
GRADUATED HIGH SCHOOL	36912	2189	38.8	5.9	93	1387	41.8	3.8	100	802	34.6	2.2	83				
DID NOT GRADUATE HIGH SCHOOL	24134	1676	29.7	6.9	109	1065	32.1	4.4	118	*611	26.4	2.5	97				
EMPLOYED FULL-TIME	35457	2686	47.6	7.6	119	1537	46.3	4.3	115	1149	49.6	3.2	124				
EMPLOYED PART-TIME	8514	*375	6.7	4.4	69	**161	4.8	1.9	50	**214	9.2	2.5	96				
NOT EMPLOYED	44494	2576	45.7	5.8	91	1623	48.9	3.6	97	952	41.1	2.1	82				
PROFESSIONAL/MANAGER	10811	678	12.0	6.3	98	*337	10.1	3.1	83	*341	14.7	3.2	120				
TECH/CLERICAL/SALES	19640	1345	23.9	6.8	107	721	21.7	3.7	98	624	26.9	3.2	121				
PRECISION/CRAFT	1023	**52	0.9	5.1	80	**31	0.9	3.0	81	**20	0.9	2.0	75				
OTHER EMPLOYED	12498	986	17.5	7.9	124	608	18.3	4.9	130	*378	16.3	3.0	116				
SINGLE	15995	1182	21.0	7.4	116	*579	17.4	3.6	96	*603	26.0	3.8	144				
MARRIED	51689	3041	53.9	5.9	92	1714	51.6	3.3	88	1327	57.3	2.6	98				
DIVORCED/SEPARATED/WIDOWED	20780	1414	25.1	6.8	107	1028	31.0	4.9	132	386	16.7	1.9	71				
PARENTS	33922	1891	33.5	5.6	87	1000	30.1	2.9	79	891	38.5	2.6	100				
WHITE	76422	4597	81.6	6.0	94	2726	82.1	3.6	95	1871	80.8	2.4	94				
BLACK	10066	940	16.7	9.3	147	528	15.9	5.2	140	*412	17.8	4.1	156				
OTHER	1976	**100	1.8	5.1	79	**67	2.0	3.4	90	**33	1.4	1.7	64				
NORTHEAST-CENSUS	19803	1591	28.2	8.0	126	815	24.5	4.1	110	775	33.5	3.9	149				
NORTH CENTRAL	22181	1469	26.1	6.6	104	957	28.8	4.3	115	512	22.1	2.3	88				
SOUTH	30082	1753	31.1	5.8	91	1063	32.0	3.5	94	690	29.8	2.3	88				
WEST	16398	824	14.6	5.0	79	*485	14.6	3.0	79	*339	14.6	2.1	79				
NORTHEAST-MKTG.	20163	1540	27.3	7.6	120	764	23.0	3.8	101	776	33.5	3.8	147				
EAST CENTRAL	13054	1005	17.8	7.7	121	679	20.4	5.2	139	*325	14.0	2.5	95				
WEST CENTRAL	14993	888	15.8	5.9	93	*560	16.9	3.7	99	*328	14.2	2.2	84				
SOUTH	25785	1471	26.1	5.7	90	883	26.6	3.4	91	*588	25.4	2.3	87				
PACIFIC	14470	734	13.0	5.1	80	*435	13.1	3.0	80	*299	12.9	2.1	79				
COUNTY SIZE A	36705	2550	45.2	6.9	109	1363	41.0	3.7	99	1187	51.3	3.2	124				
COUNTY SIZE B	26819	1853	32.9	6.9	108	1133	34.1	4.2	113	720	31.1	2.7	103				
COUNTY SIZE C	13597	779	13.8	5.7	90	*460	13.9	3.4	90	**319	13.8	2.3	90				
COUNTY SIZE D	11344	*455	8.1	4.0	63	*366	11.0	3.2	86	**90	3.9	0.8	30				
METRO CENTRAL CITY	26825	1842	32.7	6.9	108	1125	33.9	4.2	112	717	31.0	2.7	102				
METRO SUBURBAN	39912	2714	48.1	6.8	107	1509	45.4	3.8	101	1205	52.0	3.0	115				
NON METRO	21728	1081	19.2	5.0	78	687	20.7	3.2	84	*394	17.0	1.8	69				
TOP 5 ADI'S	20847	1493	26.5	7.2	112	842	25.4	4.0	108	651	28.1	3.1	119				
TOP 10 ADI'S	28719	1910	33.9	6.7	104	1063	32.0	3.7	99	847	36.6	2.9	113				
TOP 20 ADI'S	40904	2698	47.9	6.6	104	1440	43.4	3.5	94	1258	54.3	3.1	117				
HSOLD INC. \$50,000 OR MORE	7931	*501	8.9	6.3	99	**189	5.7	2.4	63	**313	13.5	3.9	151				
\$40,000 OR MORE	15233	1097	19.5	7.2	113	*454	13.7	3.0	79	*643	27.8	4.2	161				
\$30,000 OR MORE	28333	1859	33.0	6.6	103	929	28.0	3.3	87	931	40.2	3.3	126				
\$25,000 OR MORE	36417	2422	43.0	6.7	104	1267	38.2	3.5	93	1156	49.9	3.2	121				
\$20,000 - \$24,999	9943	825	14.6	8.3	130	*518	15.6	5.2	139	*308	13.3	3.1	118				
\$15,000 - \$19,999	9211	646	11.5	7.0	110	*415	12.5	4.5	120	**232	10.0	2.5	96				
\$10,000 - \$14,999	13477	718	12.7	5.3	84	*454	13.7	3.4	90	*264	11.4	2.0	75				
UNDER \$10,000	19418	1025	18.2	5.3	83	668	20.1	3.4	92	*357	15.4	1.8	70				
HOUSEHOLD OF 1 PERSON	11987	681	12.1	5.7	89	449	13.5	3.7	100	232	10.0	1.9	74				
2 PEOPLE	27046	1877	33.3	6.9	109	1165	35.1	4.3	115	712	30.7	2.6	101				
3 OR 4 PEOPLE	34251	2137	37.9	6.2	98	1092	32.9	3.2	85	1045	45.1	3.1	117				
5 OR MORE PEOPLE	15180	942	16.7	6.2	97	*616	18.5	4.1	108	**326	14.1	2.1	82				
NO CHILD IN HSHLD	49819	3263	57.9	6.5	103	1999	60.2	4.0	107	1265	54.6	2.5	97				
CHILD(REN) UNDER 2 YRS	6045	*302	5.4	5.0	78	**94	2.8	1.6	41	**208	9.0	3.4	131				
2 - 5 YEARS	15233	803	14.2	5.3	83	*425	12.8	2.8	74	*378	16.3	2.5	95				
6 - 11 YEARS	16260	997	17.7	6.1	96	721	21.7	4.4	118	*276	11.9	1.7	65				
12 - 17 YEARS	19173	1297	23.0	6.8	106	725	21.8	3.8	101	*572	24.7	3.0	114				
RESIDENCE OWNED	61371	3965	70.3	6.5	101	2319	69.8	3.8	101	1646	71.1	2.7	102				
VALUE: \$50,000 OR MORE	35355	2416	42.9	6.8	107	1264	38.1	3.6	95	1152	49.7	3.3	124				
VALUE: UNDER \$50,000	26016	1549	27.5	6.0	93	1055	31.8	4.1	108	*494	21.3	1.9	73				

		BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES								
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES		88464	5637	100.0	6.4	100	3321	100.0	3.8	100	2316	100.0	2.6	100				
MAGAZINES	QUINTILE 1	17988	1442	25.6	8.0	126	673	20.3	3.7	100	770	33.2	4.3	164				
	QUINTILE 2	19446	1210	21.5	6.2	98	724	21.8	3.7	99	*486	21.0	2.5	95				
	QUINTILE 3	14626	868	15.4	5.9	93	*493	14.8	3.4	90	*375	16.2	2.6	98				
	QUINTILE 4	16014	874	15.5	5.5	86	642	19.3	4.0	107	*233	10.1	1.5	56				
	QUINTILE 5	20389	1242	22.0	6.1	96	790	23.8	3.9	103	*452	19.5	2.2	85				
NEWSPAPERS	QUINTILE 1	13830	1139	20.2	8.2	129	502	15.1	3.6	97	637	27.5	4.6	176				
	QUINTILE 2	26350	1436	25.5	5.4	86	910	27.4	3.5	92	526	22.7	2.0	76				
	QUINTILE 3	12415	920	16.3	7.4	116	*574	17.3	4.6	123	*346	14.9	2.8	106				
	QUINTILE 4	21911	1383	24.5	6.3	99	787	23.7	3.6	96	*596	25.7	2.7	104				
	QUINTILE 5	13960	760	13.5	5.4	85	*549	16.5	3.9	105	**211	9.1	1.5	58				
OUTDOOR	QUINTILE 1	16810	1186	21.0	7.1	111	706	21.3	4.2	112	*480	20.7	2.9	109				
	QUINTILE 2	17101	1154	20.5	6.7	106	649	19.5	3.8	101	*505	21.8	3.0	113				
	QUINTILE 3	17579	1141	20.2	6.5	102	689	20.7	3.9	104	*452	19.5	2.6	98				
	QUINTILE 4	18343	1018	18.1	5.5	87	658	19.8	3.6	96	*361	15.6	2.0	75				
	QUINTILE 5	18631	1138	20.2	6.1	96	621	18.7	3.3	89	*518	22.4	2.8	106				
RADIO-DRIVE TIME	QUINTILE 1	17390	1213	21.5	7.0	109	*481	14.5	2.8	74	*732	31.6	4.2	161				
	QUINTILE 2	16591	1238	22.0	7.5	117	726	21.9	4.4	117	*513	22.2	3.1	118				
	QUINTILE 3	16910	875	15.5	5.2	81	*501	15.1	3.0	79	*374	16.1	2.2	84				
	QUINTILE 4	18002	1120	19.9	6.2	98	799	24.1	4.4	118	*320	13.8	1.8	68				
	QUINTILE 5	19572	1191	21.1	6.1	95	814	24.5	4.2	111	*377	16.3	1.9	74				
RADIO-MID-DAY	TERCILE 1	23248	1576	28.0	6.8	106	815	24.5	3.5	93	761	32.9	3.3	125				
	TERCILE 2	23667	1595	28.3	6.7	106	913	27.5	3.9	103	682	29.4	2.9	110				
	TERCILE 3	41549	2466	43.7	5.9	93	1593	48.0	3.8	102	873	37.7	2.1	80				
RADIO-TOTAL	QUINTILE 1	17786	1119	19.9	6.3	99	577	17.4	3.2	86	*542	23.4	3.0	116				
	QUINTILE 2	17316	1345	23.9	7.8	122	593	17.9	3.4	91	752	32.5	4.3	166				
	QUINTILE 3	18428	1156	20.5	6.3	98	713	21.5	3.9	103	*443	19.1	2.4	92				
	QUINTILE 4	17669	981	17.4	5.6	87	738	22.2	4.2	111	*243	10.5	1.4	53				
	QUINTILE 5	17265	1036	18.4	6.0	94	700	21.1	4.1	108	*337	14.6	2.0	75				
TV-PRIME TIME	QUINTILE 1	17416	1204	21.4	6.9	108	761	22.9	4.4	116	*443	19.1	2.5	97				
	QUINTILE 2	17413	1102	19.5	6.3	99	635	19.1	3.6	97	*467	20.2	2.7	102				
	QUINTILE 3	17943	1194	21.2	6.7	104	670	20.2	3.7	99	*524	22.6	2.9	112				
	QUINTILE 4	18442	1164	20.6	6.3	99	700	21.1	3.8	101	*465	20.1	2.5	96				
	QUINTILE 5	17250	972	17.2	5.6	88	*555	16.7	3.2	86	*417	18.0	2.4	92				
TV-DAYTIME	TERCILE 1	29966	1934	34.3	6.5	101	1121	33.8	3.7	100	813	35.1	2.7	104				
	TERCILE 2	29480	1963	34.8	6.7	104	1280	38.5	4.3	116	682	29.4	2.3	88				
	TERCILE 3	29018	1740	30.9	6.0	94	920	27.7	3.2	84	820	35.4	2.8	108				
TV-TOTAL	QUINTILE 1	17740	1220	21.6	6.9	108	806	24.3	4.5	121	*415	17.9	2.3	89				
	QUINTILE 2	17674	1349	23.9	7.6	120	743	22.4	4.2	112	*606	26.2	3.4	131				
	QUINTILE 3	17730	1165	20.7	6.6	103	623	18.8	3.5	94	*543	23.4	3.1	117				
	QUINTILE 4	17563	924	16.4	5.3	83	*511	15.4	2.9	78	*413	17.8	2.4	90				
	QUINTILE 5	17757	978	17.3	5.5	86	638	19.2	3.6	96	*340	14.7	1.9	73				
MAGAZINES-NEWSPAPERS: DUAL		23278	1718	30.5	7.4	116	861	25.9	3.7	99	857	37.0	3.7	141				
MAGAZINE IMPERATIVE		21634	1488	26.4	6.9	108	859	25.9	4.0	106	*629	27.2	2.9	111				
NEWSPAPER IMPERATIVE		23455	1288	22.8	5.5	86	787	23.7	3.4	89	*501	21.6	2.1	82				
MAGAZINES-OUTDOOR: DUAL		17482	1285	22.8	7.4	115	649	19.5	3.7	99	*636	27.5	3.6	139				
MAGAZINE IMPERATIVE		28830	1843	32.7	6.4	100	1017	30.6	3.5	94	826	35.7	2.9	109				
OUTDOOR IMPERATIVE		26119	1628	28.9	6.2	98	1089	32.8	4.2	111	539	23.3	2.1	79				
MAGAZINES-RADIO: DUAL		20162	1447	25.7	7.2	113	587	17.7	2.9	78	860	37.1	4.3	163				
MAGAZINE IMPERATIVE		26292	1690	30.0	6.4	101	1145	34.5	4.4	116	545	23.5	2.1	79				
RADIO IMPERATIVE		25308	1661	29.5	6.6	103	976	29.4	3.9	103	685	29.6	2.7	103				
MAGAZINES-TELEVISION: DUAL		17312	1551	27.5	9.0	141	913	27.5	5.3	140	637	27.5	3.7	141				
MAGAZINE IMPERATIVE		29099	1643	29.1	5.6	89	795	23.9	2.7	73	848	36.6	2.9	111				
TELEVISION IMPERATIVE		27505	1644	29.2	6.0	94	1062	32.0	3.9	103	582	25.1	2.1	81				
NEWSPAPERS-OUTDOOR: DUAL		18628	1363	24.2	7.3	115	820	24.7	4.4	117	543	23.4	2.9	111				
NEWSPAPER IMPERATIVE		29178	1662	29.5	5.7	89	950	28.6	3.3	87	712	30.7	2.4	93				
OUTDOOR IMPERATIVE		25260	1562	27.7	6.2	97	958	28.8	3.8	101	*604	26.1	2.4	91				
NEWSPAPERS-RADIO: DUAL		19246	1307	23.2	6.8	107	621	18.7	3.2	86	686	29.6	3.6	136				
NEWSPAPER IMPERATIVE		28155	1733	30.7	6.2	97	1165	35.1	4.1	110	567	24.5	2.0	77				
RADIO IMPERATIVE		25308	1765	31.3	7.0	109	964	29.0	3.8	101	801	34.6	3.2	121				
NEWSPAPERS-TELEVISION: DUAL		18615	1510	26.8	8.1	127	922	27.8	5.0	132	588	25.4	3.2	121				
NEWSPAPER IMPERATIVE		29207	1623	28.8	5.6	87	815	24.5	2.8	74	807	34.8	2.8	106				
TELEVISION IMPERATIVE		25472	1694	30.1	6.7	104	1020	30.7	4.0	107	673	29.1	2.6	101				
OUTDOOR-RADIO: DUAL		17292	1182	21.0	6.8	107	512	15.4	3.0	79	*670	28.9	3.9	148				
OUTDOOR IMPERATIVE		26915	1800	31.9	6.7	105	1277	38.5	4.7	126	523	22.6	1.9	74				
RADIO IMPERATIVE		28938	1999	35.5	6.9	108	1117	33.6	3.9	103	882	38.1	3.0	116				
OUTDOOR-TELEVISION: DUAL		16112	1313	23.3	8.1	128	746	22.5	4.6	123	*566	24.4	3.5	134				
OUTDOOR IMPERATIVE		28228	1657	29.4	5.9	92	923	27.8	3.3	87	734	31.7	2.6	99				
TELEVISION IMPERATIVE		30024	1998	35.4	6.7	104	1194	36.0	4.0	106	804	34.7	2.7	102				
RADIO-TELEVISION: DUAL		17803	1418	25.2	8.0	125	750	22.6	4.2	112	668	28.8	3.8	143				
RADIO IMPERATIVE		28338	1794	31.8	6.3	99	886	26.7	3.1	83	908	39.2	3.2	122				
TELEVISION IMPERATIVE		28445	1782	31.6	6.3	98	1198	36.1	4.2	112	584	25.2	2.1	78				

BOUGHT DISTILLED LIQUORS BY THE CASE IN THE LAST 12 MONTHS
(FEMALES)

	TOTAL U.S. '000	BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%
TOTAL FEMALES	88464	5637	100.0	6.4	100	3321	100.0	3.8	100	2316	100.0	2.6	100				
ATLANTIC MONTHLY	415	**16	0.3	3.9	61	**6	0.2	1.4	39	**10	0.4	2.4	92				
BARRON'S	522	**59	1.0	11.3	177	**33	1.0	6.3	168	**26	1.1	5.0	190				
BETTER HOMES & GARDENS	17429	1181	21.0	6.8	106	621	18.7	3.6	95	561	24.2	3.2	123				
BON APPETIT	2772	**253	4.5	9.1	143	**103	3.1	3.7	99	**150	6.5	5.4	207				
BUSINESS WEEK	1469	**110	2.0	7.5	118	**47	1.4	3.2	85	**63	2.7	4.3	164				
CAR AND DRIVER	397	**8	0.1	2.0	32	**7	0.2	1.8	47	**1	0.0	0.3	10				
CBS MAGAZINE NETWORK (GROSS)	1633	**104	1.8	6.4	100	**54	1.6	3.3	88	**50	2.2	3.1	117				
CHANGING TIMES	1554	**151	2.7	9.7	152	**70	2.1	4.5	120	**82	3.5	5.3	202				
COLONIAL HOMES	1304	**162	2.9	12.4	195	**60	1.8	4.6	123	**102	4.4	7.8	299				
CONDE NAST MAG. PKG. (GROSS)	17858	1395	24.7	7.8	123	675	20.3	3.8	101	720	31.1	4.0	154				
CONSUMERS DIGEST	1406	**54	1.0	3.8	60	**19	0.6	1.4	36	**35	1.5	2.5	95				
COSMOPOLITAN	8815	615	10.9	7.0	109	277	8.3	3.1	84	338	14.6	3.8	146				
COUNTRY LIVING	2636	**183	3.2	6.9	109	**85	2.6	3.2	86	**99	4.3	3.8	143				
CUISINE	1554	**153	2.7	9.8	155	**46	1.4	3.0	79	**107	4.6	6.9	263				
CYCLE WORLD	469	**26	0.5	5.5	87	**25	0.8	5.3	142	**1	0.0	0.2	8				
DCI:CREATIVE IDEAS FOR LIV	2631	**103	1.8	3.9	61	**52	1.6	2.0	53	**52	2.2	2.0	75				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	399	7.1	5.6	89	**206	6.2	2.9	78	**193	8.3	2.7	104				
DISCOVER	998	**63	1.1	6.3	99	**32	1.0	3.2	85	**31	1.3	3.1	119				
EBONY	4289	458	8.1	10.7	168	237	7.1	5.5	147	**221	9.5	5.2	197				
ESQUIRE	1176	**122	2.2	10.4	163	**77	2.3	6.5	174	**45	1.9	3.8	146				
ESSENCE	2392	**233	4.1	9.7	153	**174	5.2	7.3	194	**59	2.5	2.5	94				
FAMILY CIRCLE	17209	1016	18.0	5.9	93	520	15.7	3.0	80	496	21.4	2.9	110				
THE FAMILY HANDYMAN	1184	**107	1.9	9.0	142	**49	1.5	4.1	110	**59	2.5	5.0	190				
FAMILY WEEKLY	12391	698	12.4	5.6	88	395	11.9	3.2	85	**303	13.1	2.4	93				
FIELD & STREAM	2438	**121	2.1	5.0	78	**77	2.3	3.2	84	**45	1.9	1.8	71				
FOOD & WINE	614	**33	0.6	5.4	84	**17	0.5	2.8	74	**16	0.7	2.6	100				
FORBES	813	**50	0.9	6.2	97	**5	0.2	0.6	16	**45	1.9	5.5	211				
FORTUNE	1083	**64	1.1	5.9	93	**34	1.0	3.1	84	**30	1.3	2.8	106				
GENTLEMEN'S QUARTERLY	1197	**101	1.8	8.4	132	**18	0.5	1.5	40	**83	3.6	6.9	265				
GLAMOUR	6625	462	8.2	7.0	109	**230	6.9	3.5	92	**232	10.0	3.5	134				
GOLF DIGEST	707	**68	1.2	9.6	151	**13	0.4	1.8	49	**54	2.3	7.6	292				
GOLF DIGEST/TENNIS (GROSS)	1316	**175	3.1	13.3	209	**50	1.5	3.8	101	**125	5.4	9.5	363				
GOLF MAGAZINE	469	**36	0.6	7.7	120	**8	0.2	1.7	45	**28	1.2	6.0	228				
GOLF MAGAZINE/SKI (GROSS)	1060	**73	1.3	6.9	108	**14	0.4	1.3	35	**60	2.6	5.7	216				
GOOD HOUSEKEEPING	17784	1227	21.8	6.9	108	736	22.2	4.1	110	491	21.2	2.8	105				
HARPER'S BAZAAR	2931	**232	4.1	7.9	124	**86	2.6	2.9	78	**146	6.3	5.0	190				
HEALTH	2199	**148	2.6	6.7	106	**55	1.7	2.5	67	**93	4.0	4.2	162				
HEARST MAG CORP. BUY (GROSS)	49148	3497	62.0	7.1	112	1868	56.2	3.8	101	1628	70.3	3.3	127				
HEARST MAN POWER (GROSS)	2113	**151	2.7	7.1	112	**79	2.4	3.7	100	**72	3.1	3.4	130				
HEARST WOMAN POWER (GROSS)	35062	2403	42.6	6.9	108	1345	40.5	3.8	102	1057	45.6	3.0	115				
HOUSE BEAUTIFUL	3865	235	4.2	6.1	95	**162	4.9	4.2	112	**74	3.2	1.9	73				
INC.	315	**18	0.3	5.7	90	**11	0.3	3.5	93	**7	0.3	2.2	85				
JET	3690	414	7.3	11.2	176	**236	7.1	6.4	170	**178	7.7	4.8	184				
LADIES' HOME JOURNAL	12930	821	14.6	6.3	100	530	16.0	4.1	109	290	12.5	2.2	86				
LHJ FAMILY GRP COMBO(GROSS)	18161	1163	20.6	6.4	100	712	21.4	3.9	104	451	19.5	2.5	95				
LIFE	5065	366	6.5	7.2	113	**138	4.2	2.7	73	**228	9.8	4.5	172				
L.A. TIMES HOME MAGAZINE	1310	**54	1.0	4.1	65	**23	0.7	1.8	47	**31	1.3	2.4	90				
MADMOISELLE	3759	**199	3.5	5.3	83	**98	3.0	2.6	69	**101	4.4	2.7	103				
MC CALL'S	14658	1043	18.5	7.1	112	609	18.3	4.2	111	433	18.7	3.0	113				
MC CALL'S/WRK MOTHER (GROSS)	15857	1094	19.4	6.9	108	639	19.2	4.0	107	455	19.6	2.9	110				
MECHANIX ILLUSTRATED	809	**66	1.2	8.2	128	**33	1.0	4.1	109	**33	1.4	4.1	156				
METROPOLITAN HOME	1009	**101	1.8	10.0	157	**9	0.3	0.9	24	**92	4.0	9.1	348				
MONEY	1707	**161	2.9	9.4	148	**60	1.8	3.5	94	**101	4.4	5.9	226				
MOTHER EARTH NEWS	1123	**73	1.3	6.5	102	**27	0.8	2.4	64	**46	2.0	4.1	156				
MS.	932	**67	1.2	7.2	113	**22	0.7	2.4	63	**46	2.0	4.9	189				
NATIONAL ENQUIRER	11971	771	13.7	6.4	101	409	12.3	3.4	91	362	15.6	3.0	116				
NATIONAL GEOGRAPHIC	10503	793	14.1	7.6	118	344	10.4	3.3	87	449	19.4	4.3	163				
NATIONAL SUNDAY MAGAZINE PKG	54325	3460	61.4	6.4	100	1917	57.7	3.5	94	1543	66.6	2.8	108				
NATURAL HISTORY	626	**40	0.7	6.4	100	**23	0.7	3.7	98	**16	0.7	2.6	98				
NEW WOMAN	1992	**105	1.9	5.3	83	**75	2.3	3.8	100	**30	1.3	1.5	58				
NEW YORK INCLUDING CUE	547	**56	1.0	10.2	161	**13	0.4	2.4	63	**43	1.9	7.9	300				
THE NEW YORKER	1380	**143	2.5	10.4	163	**67	2.0	4.9	129	**77	3.3	5.6	213				
NEWSWEEK	6925	529	9.4	7.6	120	317	9.5	4.6	122	**212	9.2	3.1	117				
THE N.Y. TIMES DAILY EDITION	1363	**130	2.3	9.5	150	**53	1.6	3.9	104	**76	3.3	5.6	213				
THE N.Y. TIMES MAGAZINE	2333	**149	2.6	6.4	100	**39	1.2	1.7	45	**110	4.7	4.7	180				
OMNI	872	**58	1.0	6.7	104	**26	0.8	3.0	79	**31	1.3	3.6	136				
ON CABLE	1298	**121	2.1	9.3	146	**103	3.1	7.9	211	**18	0.8	1.4	53				
1001 HOME IDEAS	3032	**194	3.4	6.4	100	**127	3.8	4.2	112	**67	2.9	2.2	84				
ORGANIC GARDENING	1680	**40	0.7	2.4	37	**24	0.7	1.4	38	**17	0.7	1.0	39				
OUTDOOR LIFE	960	**87	1.5	9.1	142	**40	1.2	4.2	111	**47	2.0	4.9	187				
PARADE MAGAZINE	26755	1684	29.9	6.3	99	945	28.5	3.5	94	739	31.9	2.8	106				

	TOTAL U.S. '000	BOUGHT DISTILLED LIQUOR BY THE CASE IN THE LAST 12 MONTHS				4 OR MORE CASES				1-3 CASES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	5637	100.0	6.4	100	3321	100.0	3.8	100	2316	100.0	2.6	100				
PARENTS	4173	*229	4.1	5.5	86	**79	2.4	1.9	50	**149	6.4	3.6	136				
PENTHOUSE	973	**125	2.2	12.8	202	**55	1.7	5.7	151	**70	3.0	7.2	275				
PEOPLE	13479	919	16.3	6.8	107	499	15.0	3.7	99	420	18.1	3.1	119				
PLAYBOY	2183	*208	3.7	9.5	150	**100	3.0	4.6	122	**109	4.7	5.0	191				
POPULAR HOT RODDING	388	**37	0.7	9.5	150	**33	1.0	8.5	227	**4	0.2	1.0	39				
POPULAR MECHANICS	1037	**56	1.0	5.4	85	**42	1.3	4.1	108	**14	0.6	1.4	52				
POPULAR SCIENCE	920	**27	0.5	2.9	46	**23	0.7	2.5	67	**4	0.2	0.4	17				
PREVENTION	4071	*169	3.0	4.2	65	*101	3.0	2.5	66	**69	3.0	1.7	65				
PSYCHOLOGY TODAY	1940	*170	3.0	8.8	138	**89	2.7	4.6	122	**81	3.5	4.2	159				
READER'S DIGEST	24031	1545	27.4	6.4	101	901	27.1	3.7	100	643	27.8	2.7	102				
REDBOOK	8464	560	9.9	6.6	104	332	10.0	3.9	104	*228	9.8	2.7	103				
ROAD & TRACK	429	**15	0.3	3.5	55	**11	0.3	2.6	68	**4	0.2	0.9	36				
ROLLING STONE	1355	**67	1.2	4.9	78	**32	1.0	2.4	63	**35	1.5	2.6	99				
RUNNER'S WORLD	329	**19	0.3	5.8	91	**11	0.3	3.3	89	**8	0.3	2.4	93				
SATURDAY EVENING POST	1268	**58	1.0	4.6	72	**31	0.9	2.4	65	**27	1.2	2.1	81				
SCIENCE 84	702	**27	0.5	3.8	60	**0	0.0	0.0	0	**27	1.2	3.8	147				
SCIENCE DIGEST	553	**21	0.4	3.8	60	**9	0.3	1.6	43	**12	0.5	2.2	83				
SCIENTIFIC AMERICAN	615	**62	1.1	10.1	158	**0	0.0	0.0	0	**62	2.7	10.1	385				
SELF	2683	*222	3.9	8.3	130	**106	3.2	4.0	105	**116	5.0	4.3	165				
SEVENTEEN	3309	*242	4.3	7.3	115	**97	2.9	2.9	78	**146	6.3	4.4	169				
SKI	591	**37	0.7	6.3	98	**6	0.2	1.0	27	**32	1.4	5.4	207				
SMITHSONIAN	3039	*249	4.4	8.2	129	**83	2.5	2.7	73	*166	7.2	5.5	209				
SOAP OPERA DIGEST	3683	347	6.2	9.4	148	*203	6.1	5.5	147	*143	6.2	3.9	148				
SOUTHERN LIVING	4434	*296	5.3	6.7	105	*155	4.7	3.5	93	**141	6.1	3.2	121				
SPORT	701	**15	0.3	2.1	34	**2	0.1	0.3	8	**13	0.6	1.9	71				
THE SPORTING NEWS	518	**7	0.1	1.4	21	**7	0.2	1.4	36	**0	0.0	0.0	0				
SPORTS AFIELD	523	**74	1.3	14.1	222	**28	0.8	5.4	143	**46	2.0	8.8	336				
SPORTS ILLUSTRATED	3325	*302	5.4	9.1	143	**158	4.8	4.8	127	*144	6.2	4.3	165				
STAR	8567	600	10.6	7.0	110	356	10.7	4.2	111	*243	10.5	2.8	108				
SUNDAY	27630	1957	34.7	7.1	111	1028	31.0	3.7	99	929	40.1	3.4	128				
SUNSET	2219	**131	2.3	5.9	93	**82	2.5	3.7	98	**48	2.1	2.2	83				
TV GUIDE	24258	1559	27.7	6.4	101	961	28.9	4.0	106	598	25.8	2.5	94				
TENNIS	609	**107	1.9	17.6	276	**36	1.1	5.9	157	**71	3.1	11.7	445				
TIME	9929	675	12.0	6.8	107	286	8.6	2.9	77	389	16.8	3.9	150				
TOWN & COUNTRY	1062	**114	2.0	10.7	168	**52	1.6	4.9	130	**62	2.7	5.8	223				
TRAVEL & LEISURE	1051	*108	1.9	10.3	161	**45	1.4	4.3	114	**64	2.8	6.1	233				
TRUE STORY	3946	*315	5.6	8.0	125	*203	6.1	5.1	137	**112	4.8	2.8	108				
U.S. NEWS & WORLD REPORT	3782	317	5.6	8.4	132	*184	5.5	4.9	130	*133	5.7	3.5	134				
USA TODAY	1874	**90	1.6	4.8	75	**59	1.8	3.1	84	**32	1.4	1.7	65				
US	2213	**120	2.1	5.4	85	**51	1.5	2.3	61	**69	3.0	3.1	119				
VOGUE	4792	512	9.1	10.7	168	*241	7.3	5.0	134	*271	11.7	5.7	216				
HALL STREET JOURNAL	2045	*187	3.3	9.1	144	**82	2.5	4.0	107	**106	4.6	5.2	198				
WEIGHT WATCHERS	2364	**101	1.8	4.3	67	**83	2.5	3.5	94	**18	0.8	0.8	29				
WOMAN'S DAY	15182	925	16.4	6.1	96	511	15.4	3.4	90	414	17.9	2.7	104				
WORKING WOMAN	1198	**52	0.9	4.3	68	**30	0.9	2.5	67	**21	0.9	1.8	67				
WORKING WOMAN	1523	*198	3.5	13.0	204	**103	3.1	6.8	180	**95	4.1	6.2	238				
WORLD TENNIS	*183	**18	0.3	9.8	154	**0	0.0	0.0	0	**18	0.8	9.8	376				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	*110	2.0	4.0	62	**51	1.5	1.8	49	**59	2.5	2.1	81				
BLAIR INSERTS	47909	3023	53.6	6.3	99	1622	48.8	3.4	90	1401	60.5	2.9	112				
DAILY NEWSPAPERS																	
READ ANY	56731	3620	64.2	6.4	100	2121	63.9	3.7	100	1499	64.7	2.6	101				
READ ONE	47696	2859	50.7	6.0	94	1806	54.4	3.8	101	1054	45.5	2.2	84				
READ TWO OR MORE	9034	760	13.5	8.4	132	315	9.5	3.5	93	445	19.2	4.9	188				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	3671	65.1	6.4	100	2058	62.0	3.6	95	1613	69.6	2.8	107				
READ ONE	50513	3101	55.0	6.1	96	1747	52.6	3.5	92	1354	58.5	2.7	102				
READ TWO OR MORE	7219	570	10.1	7.9	124	311	9.4	4.3	115	259	11.2	3.6	137				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.20				28.13				30.80							
30 DAY REACH	78184	5049	89.6	6.5	101	3026	91.1	3.9	103	2024	87.4	2.6	99				
50 SHWG - 30 DAY AV FREQ	14.80	15.31				14.59				16.41							
30 DAY REACH	74239	4816	85.4	6.5	102	2917	87.8	3.9	105	1899	82.0	2.6	98				
25 SHWG - 30 DAY AV FREQ	8.05	8.41				8.04				8.98							
30 DAY REACH	68254	4394	77.9	6.4	101	2654	79.9	3.9	104	1740	75.1	2.5	97				
CABLE TV: HOME WIRED	35215	2382	42.3	6.8	106	1339	40.3	3.8	101	1043	45.0	3.0	113				
HOME NOT WIRED	53250	3255	57.7	6.1	96	1982	59.7	3.7	99	1273	55.0	2.4	91				
HAVE PAY CABLE	17885	1320	23.4	7.4	116	722	21.7	4.0	108	599	25.9	3.3	128				

TYPES OF MIXED DRINKS & COCKTAILS
(ADULTS)

	TOTAL U.S. '000	DRINK MIXED DRINKS & COCKTAILS				ALEXANDER				BLOODY MARY				TOM COLLINS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	167727	71063	100.0	42.4	100	3287	100.0	2.0	100	15104	100.0	9.0	100	10296	100.0	6.1	100
FEMALE HOMEMAkers	80986	34312	48.3	42.4	100	1944	59.1	2.4	122	7514	49.7	9.3	103	5248	51.0	6.5	106
EMPLOYED MOTHERS	18702	9912	13.9	53.0	125	*409	12.4	2.2	112	2194	14.5	11.7	130	1549	15.0	8.3	135
18 - 24	28671	14015	19.7	48.9	115	*527	16.0	1.8	94	2254	14.9	7.9	87	2394	23.3	8.3	136
25 - 34	39536	20068	28.2	50.8	120	642	19.5	1.6	83	4094	27.1	10.4	115	3015	29.3	7.6	124
35 - 44	28978	13582	19.1	46.9	111	625	19.0	2.2	110	3175	21.0	11.0	122	1748	17.0	6.0	98
45 - 54	22345	9205	13.0	41.2	97	*514	15.6	2.3	117	2037	13.5	9.1	101	1137	11.0	5.1	83
55 - 64	22224	8101	11.4	36.5	86	*527	16.0	2.4	121	2057	13.6	9.3	103	1104	10.7	5.0	81
65 OR OLDER	25973	6092	8.6	23.5	55	452	13.8	1.7	89	1486	9.8	5.7	64	899	8.7	3.5	56
18 - 34	68207	34083	48.0	50.0	118	1169	35.6	1.7	87	6349	42.0	9.3	103	5409	52.5	7.9	129
18 - 49	108058	52289	73.6	48.4	114	2015	61.3	1.9	95	10552	69.9	9.8	108	7739	75.2	7.2	117
25 - 54	90859	42855	60.3	47.2	111	1781	54.2	2.0	100	9307	61.6	10.2	114	5900	57.3	6.5	106
35 - 49	39851	18206	25.6	45.7	108	846	25.7	2.1	108	4204	27.8	10.5	117	2329	22.6	5.8	95
50 OR OLDER	59669	18774	26.4	31.5	74	1272	38.7	2.1	109	4552	30.1	7.6	85	2557	24.8	4.3	70
GRADUATED COLLEGE	28091	15093	21.2	53.7	127	633	19.3	2.3	115	4194	27.8	14.9	166	1795	17.4	6.4	104
ATTENDED COLLEGE	28938	15038	21.2	52.0	123	643	19.6	2.2	113	3519	23.3	12.2	135	2188	21.3	7.6	123
GRADUATED HIGH SCHOOL	65503	29846	42.0	45.6	108	1548	47.1	2.4	121	5266	34.9	8.0	89	4424	43.0	6.8	110
DID NOT GRADUATE HIGH SCHOOL	45195	11086	15.6	24.5	58	*464	14.1	1.0	52	2125	14.1	4.7	52	1889	18.3	4.2	68
EMPLOYED FULL-TIME	87773	42544	59.9	48.5	114	1615	49.1	1.8	94	9353	61.9	10.7	118	5894	57.2	6.7	109
EMPLOYED PART-TIME	12627	6425	9.0	50.9	120	*366	11.1	2.9	148	1246	8.2	9.9	110	981	9.5	7.8	127
NOT EMPLOYED	67327	22094	31.1	32.8	77	1306	39.7	1.9	99	4505	29.8	6.7	74	3420	33.2	5.1	83
PROFESSIONAL/MANAGER	25845	13690	19.3	53.0	125	*478	14.5	1.8	94	3663	24.3	14.2	157	1626	15.8	6.3	102
TECH/CLERICAL/SALES	30895	17210	24.2	55.7	131	894	27.2	2.9	148	3771	25.0	12.2	136	2498	24.3	8.1	132
PRECISION/CRAFT	12629	5475	7.7	43.4	102	*250	7.6	2.0	101	1013	6.7	8.0	89	830	8.1	6.6	107
OTHER EMPLOYED	31031	12594	17.7	40.6	96	*359	10.9	1.2	59	2152	14.2	6.9	77	1922	18.7	6.2	101
SINGLE	35557	17035	24.0	47.9	113	*724	22.0	2.0	104	3267	21.6	9.2	102	2652	25.8	7.5	122
MARRIED	103585	43691	61.5	42.2	100	2032	61.8	2.0	100	9612	63.6	9.3	103	5876	57.1	5.7	92
DIVORCED/SEPARATED/WIDOWED	28585	10338	14.5	36.2	85	530	16.1	1.9	95	2225	14.7	7.8	86	1768	17.2	6.2	101
PARENTS	59295	27486	38.7	46.4	109	1056	32.1	1.8	91	5559	36.8	9.4	104	4001	38.9	6.7	110
WHITE	146081	64156	90.3	43.9	104	2993	91.1	2.0	105	13895	92.0	9.5	106	9044	87.8	6.2	101
BLACK	17974	5460	7.7	30.4	72	*270	8.2	1.5	77	859	5.7	4.8	53	1103	10.7	6.1	100
OTHER	3672	1447	2.0	39.4	93	*23	0.7	0.6	32	*350	2.3	9.5	106	*149	1.4	4.1	66
NORTHEAST-CENSUS	37005	16822	23.7	45.5	107	1016	30.9	2.7	140	3476	23.0	9.4	104	1957	19.0	5.3	86
NORTH CENTRAL	42642	19881	28.0	46.6	110	913	27.8	2.1	109	4019	26.6	9.4	105	3197	31.1	7.5	122
SOUTH	56777	18557	26.1	32.7	77	835	25.4	1.5	75	3884	25.7	6.8	76	3392	32.9	6.0	97
WEST	31303	15803	22.2	50.5	119	*522	15.9	1.7	85	3726	24.7	11.9	132	1751	17.0	5.6	91
NORTHEAST-MKTG.	38125	17215	24.2	45.2	107	982	29.9	2.6	131	3642	24.1	9.6	106	2139	20.8	5.6	91
EAST CENTRAL	24794	10153	14.3	40.9	97	474	14.4	1.9	98	1809	12.0	7.3	81	1512	14.7	6.1	99
WEST CENTRAL	28511	14108	19.9	49.5	117	685	20.8	2.4	123	3082	20.4	10.8	120	2106	20.5	7.4	120
SOUTH	48953	15741	22.2	32.2	76	*740	22.5	1.5	77	3288	21.8	6.7	75	2958	28.7	6.0	98
PACIFIC	27344	13847	19.5	50.6	120	*405	12.3	1.5	76	3283	21.7	12.0	133	1581	15.4	5.8	94
COUNTY SIZE A	69301	31779	44.7	45.9	108	1772	53.9	2.6	130	6874	45.5	9.9	110	3925	38.1	5.7	92
COUNTY SIZE B	50633	22016	31.0	43.5	103	961	29.2	1.9	97	4554	30.2	9.0	100	3466	33.7	6.8	112
COUNTY SIZE C	26259	10532	14.8	40.1	95	*346	10.5	1.3	67	2256	14.9	8.6	95	1535	14.9	5.8	95
COUNTY SIZE D	21534	6735	9.5	31.3	74	*209	6.4	1.0	50	1420	9.4	6.6	73	1369	13.3	6.4	104
METRO CENSUS CITY	50014	21533	30.3	43.1	102	1027	31.2	2.1	105	4584	30.3	9.2	102	3098	30.1	6.2	101
METRO SUBURBAN	76832	35660	50.2	46.4	110	1800	54.8	2.3	120	7571	50.1	9.9	109	4881	47.4	6.4	103
NON METRO	40881	13870	19.5	33.9	80	*460	14.0	1.1	57	2950	19.5	7.2	80	2317	22.5	5.7	92
TOP 5 ADI'S	39550	18705	26.3	47.3	112	1060	32.2	2.7	137	4049	26.8	10.2	114	2094	20.3	5.3	86
TOP 10 ADI'S	54877	24589	34.6	44.8	106	1335	40.6	2.4	124	5344	35.4	9.7	108	2954	28.7	5.4	88
TOP 20 ADI'S	77516	34708	48.8	44.8	106	1881	57.2	2.4	124	7423	49.1	9.6	106	4443	43.2	5.7	93
MSHLD INC. \$50,000 OR MORE	17257	9022	12.7	52.3	123	*435	13.2	2.5	129	2321	15.4	13.4	149	1250	12.1	7.2	118
\$40,000 OR MORE	33235	17211	24.2	51.8	122	778	23.7	2.3	119	4321	28.6	13.0	144	2276	22.1	6.8	112
\$30,000 OR MORE	59693	30610	43.1	51.3	121	1359	41.3	2.3	116	7259	48.1	12.2	135	3838	37.3	6.4	105
\$25,000 OR MORE	76275	39257	55.2	51.5	121	1672	50.9	2.2	112	9204	60.9	12.1	134	5092	49.5	6.7	109
\$20,000 - \$24,999	18607	7970	11.2	42.8	101	*405	12.3	2.2	111	1648	10.9	8.9	98	1028	10.0	5.5	90
\$15,000 - \$19,999	17175	7223	10.2	42.1	99	*472	14.4	2.7	140	1504	10.0	8.8	97	1183	11.5	6.9	112
\$10,000 - \$14,999	24569	8650	12.2	35.2	83	446	13.6	1.8	93	1537	10.2	6.3	69	1467	14.2	6.0	97
UNDER \$10,000	31101	7963	11.2	25.6	60	*292	8.9	0.9	48	1212	8.0	3.9	43	1526	14.8	4.9	80
HOUSEHOLD OF 1 PERSON	19441	6989	9.8	35.9	85	321	9.8	1.7	84	1901	12.6	9.8	109	1003	9.7	5.2	84
2 PEOPLE	51803	20490	28.8	39.6	93	963	29.3	1.9	95	4861	32.2	9.4	104	2758	26.8	5.3	87
3 OR 4 PEOPLE	66933	30832	43.4	46.1	109	1467	44.6	2.2	112	6107	40.4	9.1	101	4354	42.3	6.5	106
5 OR MORE PEOPLE	29550	12753	17.9	43.2	102	*536	16.3	1.8	93	2236	14.8	7.6	84	2180	21.2	7.4	120
NO CHILD IN HSHLD	96587	38273	53.9	39.6	94	2076	63.2	2.1	110	8716	57.7	9.0	100	5304	51.5	5.5	89
CHILD(REN) UNDER 2 YRS	10844	5037	7.1	46.4	110	*212	6.4	2.0	100	801	5.3	7.4	82	865	8.4	8.0	130
2 - 5 YEARS	26358	12379	17.4	47.0	111	*453	13.8	1.7	88	2174	14.4	8.2	92	2280	22.1	8.7	141
6 - 11 YEARS	30453	13820	19.4	45.4	107	560	17.0	1.8	94	2548	16.9	8.4	93	2218	21.5	7.3	119
12 - 17 YEARS	36575	16361	23.0	44.7	106	645	19.6	1.8	90	3386	22.4	9.3	103	2126	20.6	5.8	95
RESIDENCE OWNED	117770	49316	69.4	41.9	99	2439	74.2	2.1	106	10768	71.3	9.1	102	6971	67.7	5.9	96
VALUE: \$50,000 OR MORE	70166	33944	47.8	48.4	114	1771	53.9	2.5	129	7948	52.6	11.3	126	4353	42.3	6.2	101
VALUE: UNDER \$50,000	47604	15372	21.6	32.3	76	667	20.3	1.4	71	2821	18.7	5.9	66	2618	25.4	5.5	90

		DRINK MIXED DRINKS & COCKTAILS				ALEXANDER				BLOODY MARY				TOM COLLINS				
		TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		U.S. '000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		167727	71063	100.0	42.4	100	3287	100.0	2.0	100	15104	100.0	9.0	100	10296	100.0	6.1	100
MAGAZINES	QUINTILE 1	34022	18310	25.8	53.8	127	710	21.6	2.1	106	4480	29.7	13.2	146	3115	30.3	9.2	149
	QUINTILE 2	34800	16999	23.9	48.8	115	1054	32.1	3.0	155	3586	23.7	10.3	114	2335	22.7	6.7	109
	QUINTILE 3	30514	12912	18.2	42.3	100	520	15.8	1.7	87	2689	17.8	8.8	98	1792	17.4	5.9	96
	QUINTILE 4	33324	12931	18.2	38.8	92	*560	17.0	1.7	86	2615	17.3	7.8	87	1919	18.6	5.8	94
	QUINTILE 5	35066	9912	13.9	28.3	67	*442	13.4	1.3	64	1735	11.5	4.9	55	1135	11.0	3.2	53
NEWSPAPERS	QUINTILE 1	29107	14548	20.5	50.0	118	655	19.9	2.3	115	3418	22.6	11.7	130	1893	18.4	6.5	106
	QUINTILE 2	49095	21946	30.9	44.7	106	1160	35.3	2.4	121	4700	31.1	9.6	106	3016	29.3	6.1	100
	QUINTILE 3	23107	10433	14.7	45.2	107	*535	16.3	2.3	118	2212	14.6	9.6	106	1554	15.1	6.7	110
	QUINTILE 4	33556	13770	19.4	41.0	97	*538	16.4	1.6	82	2930	19.4	8.7	97	2106	20.5	6.3	102
	QUINTILE 5	32863	10367	14.6	31.5	74	*399	12.1	1.2	62	1844	12.2	5.6	62	1729	16.8	5.3	86
OUTDOOR	QUINTILE 1	33431	16388	23.1	49.0	116	630	19.2	1.9	96	3862	25.6	11.6	128	2395	23.3	7.2	117
	QUINTILE 2	33478	15290	21.5	45.7	108	698	21.2	2.1	106	3265	21.6	9.8	108	2406	23.4	7.2	117
	QUINTILE 3	33574	14140	19.9	42.1	99	683	20.8	2.0	104	3163	20.9	9.4	105	2025	19.7	6.0	98
	QUINTILE 4	33935	13721	19.3	40.4	95	688	20.9	2.0	103	2572	17.0	7.6	84	1868	18.1	5.5	90
	QUINTILE 5	33310	11525	16.2	34.6	82	589	17.9	1.8	90	2243	14.9	6.7	75	1603	15.6	4.8	78
RADIO-DRIVE TIME	QUINTILE 1	33136	14914	21.0	45.0	106	571	17.4	1.7	88	3435	22.7	10.4	115	2509	24.4	7.6	123
	QUINTILE 2	31658	14845	20.9	46.9	111	724	22.0	2.3	117	2848	18.9	9.0	100	2018	19.6	6.4	104
	QUINTILE 3	32541	14599	20.5	44.9	106	735	22.4	2.3	115	3158	20.9	9.7	108	2123	20.6	6.5	106
	QUINTILE 4	34247	14639	20.6	42.7	101	625	19.0	1.8	93	3152	20.9	9.2	102	2193	21.3	6.4	104
	QUINTILE 5	36144	12067	17.0	33.4	79	632	19.2	1.7	89	2512	16.6	6.9	77	1453	14.1	4.0	65
RADIO-MID- DAY	TERCILE 1	45037	20241	28.5	44.9	106	781	23.8	1.7	88	4212	27.9	9.4	104	3121	30.3	6.9	113
	TERCILE 2	44819	19471	27.4	43.4	103	858	26.1	1.9	98	4182	27.7	9.3	104	2818	27.4	6.3	102
	TERCILE 3	77872	31350	44.1	40.3	95	1648	50.1	2.1	108	6710	44.4	8.6	96	4356	42.3	5.6	91
RADIO-TOTAL	QUINTILE 1	33763	15446	21.7	45.7	108	670	20.4	2.0	101	3382	22.4	10.0	111	2800	27.2	8.3	135
	QUINTILE 2	33240	14738	20.7	44.3	105	633	19.3	1.9	97	3030	20.1	9.1	101	1980	19.2	6.0	97
	QUINTILE 3	33408	15826	22.3	47.4	112	631	19.2	1.9	96	3136	20.8	9.4	104	1981	19.2	5.9	97
	QUINTILE 4	34792	14577	20.5	41.9	99	779	23.7	2.2	114	3309	21.9	9.5	106	2198	21.3	6.3	103
	QUINTILE 5	32524	10476	14.7	32.2	76	574	17.5	1.8	90	2247	14.9	6.9	77	1336	13.0	4.1	67
TV-PRIME TIME	QUINTILE 1	33090	12637	17.8	38.2	90	632	19.2	1.9	97	2817	18.7	8.5	95	1789	17.4	5.4	88
	QUINTILE 2	33357	15299	21.5	45.9	108	683	20.8	2.0	104	3121	20.7	9.4	104	2025	19.7	6.1	99
	QUINTILE 3	33980	15405	21.7	45.3	107	711	21.6	2.1	107	3247	21.5	9.6	106	2334	22.7	6.9	112
	QUINTILE 4	33854	14596	20.5	43.1	102	793	24.1	2.3	120	2995	19.8	8.8	98	1972	19.2	5.8	95
	QUINTILE 5	33444	13126	18.5	39.2	93	*468	14.2	1.4	71	2924	19.4	8.7	97	2176	21.1	6.5	106
TV-DAYTIME	TERCILE 1	49121	18212	25.6	37.1	88	748	22.8	1.5	78	3652	24.2	7.4	83	2782	27.0	5.7	92
	TERCILE 2	48823	21574	30.4	44.2	104	1048	31.9	2.1	110	4366	28.9	8.9	99	3408	33.1	7.0	114
	TERCILE 3	69782	31277	44.0	44.8	106	1491	45.4	2.1	109	7086	46.9	10.2	113	4106	39.9	5.9	96
TV-TOTAL	QUINTILE 1	33584	12230	17.2	36.4	86	563	17.1	1.7	86	2480	16.4	7.4	82	1778	17.3	5.3	86
	QUINTILE 2	33441	13676	19.2	40.9	97	721	21.9	2.2	110	2556	16.9	7.6	85	2066	20.1	6.2	101
	QUINTILE 3	33505	15333	21.6	45.8	108	636	19.3	1.9	97	3277	21.7	9.8	109	1958	19.0	5.8	95
	QUINTILE 4	33466	15885	22.4	47.5	112	722	22.0	2.2	110	3689	24.4	11.0	122	2225	21.6	6.6	108
	QUINTILE 5	33731	13941	19.6	41.3	98	645	19.6	1.9	98	3102	20.5	9.2	102	2268	22.0	6.7	110
MAGAZINES-NEWSPAPERS: DUAL		44503	23317	32.8	52.4	124	1260	38.3	2.8	144	5311	35.2	11.9	133	3393	33.0	7.6	124
MAGAZINE IMPERATIVE		39363	18267	25.7	46.4	110	730	22.2	1.9	95	4021	26.6	10.2	113	3094	30.1	7.9	128
NEWSPAPER IMPERATIVE		46441	18412	25.9	39.6	94	843	25.6	1.8	93	3787	25.1	8.2	91	2298	22.3	4.9	81
MAGAZINES-OUTDOOR: DUAL		33726	17972	25.3	53.3	126	710	21.6	2.1	107	4226	28.0	12.5	139	2941	28.6	8.7	142
MAGAZINE IMPERATIVE		52846	24247	34.1	45.9	108	1386	42.2	2.6	134	5137	34.0	9.7	108	3415	33.2	6.5	105
OUTDOOR IMPERATIVE		52140	20422	28.7	39.2	92	839	25.5	1.6	82	4279	28.3	8.2	91	2867	27.8	5.5	90
MAGAZINES-RADIO: DUAL		37081	19002	26.7	51.2	121	943	28.7	2.5	130	4320	28.6	11.7	129	3046	29.6	8.2	134
MAGAZINE IMPERATIVE		49747	23703	33.4	47.6	112	1132	34.4	2.3	116	5434	36.0	10.9	121	3443	33.4	6.9	113
RADIO IMPERATIVE		49208	19439	27.4	39.5	93	648	19.7	1.3	67	3604	23.9	7.3	81	2751	26.7	5.6	91
MAGAZINES-TELEVISION: DUAL		33103	15554	21.9	47.0	111	753	22.9	2.3	116	3210	21.3	9.7	108	2385	23.2	7.2	117
MAGAZINE IMPERATIVE		54575	28041	39.5	51.4	121	1329	40.4	2.4	124	6576	43.5	12.0	134	4249	41.3	7.8	127
TELEVISION IMPERATIVE		53249	17795	25.0	33.4	79	802	24.4	1.5	77	3340	22.1	6.3	70	2381	23.1	4.5	73
NEWSPAPERS-OUTDOOR: DUAL		36255	18143	25.5	50.0	118	705	21.4	1.9	99	4196	27.8	11.6	129	2773	26.9	7.6	125
NEWSPAPER IMPERATIVE		55591	24127	34.0	43.4	102	1434	43.6	2.6	132	5146	34.1	9.3	103	3171	30.8	5.7	93
OUTDOOR IMPERATIVE		48319	20286	28.5	42.0	99	879	26.7	1.8	93	4295	28.4	8.9	99	3105	30.2	6.4	105
NEWSPAPERS-RADIO: DUAL		37242	18065	25.4	48.5	114	854	26.0	2.3	117	4066	26.9	10.9	121	2705	26.3	7.3	118
NEWSPAPER IMPERATIVE		54423	24619	34.6	45.2	107	1306	39.7	2.4	122	5419	35.9	10.0	111	3130	30.4	5.8	94
RADIO IMPERATIVE		46650	19788	27.8	42.4	100	673	20.5	1.4	74	3926	26.0	8.4	93	3200	31.1	6.9	112
NEWSPAPERS-TELEVISION: DUAL		35974	15560	21.9	43.3	102	771	23.5	2.1	109	3294	21.8	9.2	102	2130	20.7	5.9	96
NEWSPAPER IMPERATIVE		56095	27549	38.8	49.1	116	1329	40.4	2.4	121	6366	42.1	11.3	126	3758	36.5	6.7	109
TELEVISION IMPERATIVE		47170	17187	24.2	36.4	86	750	22.8	1.6	81	3289	21.8	7.0	77	2628	25.5	5.6	91
OUTDOOR-RADIO: DUAL		33748	16337	23.0	48.4	114	650	19.8	1.9	98	3525	23.3	10.4	116	2650	25.7	7.9	128
OUTDOOR IMPERATIVE		52785	23098	32.5	43.8	103	1049	31.9	2.0	101	5320	35.2	10.1	112	3154	30.6	6.0	97

	TOTAL U.S. '000	DRINK MIXED DRINKS & COCKTAILS				ALEXANDER				BLOODY MARY				TOM COLLINS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	167727	71063	100.0	42.4	100	3287	100.0	2.0	100	15104	100.0	9.0	100	10296	100.0	6.1	100
ATLANTIC MONTHLY	867	394	0.6	45.4	107	**5	0.2	0.6	29	**58	0.4	6.7	74	**11	0.1	1.3	21
BARRON'S	1580	888	1.2	56.2	133	**46	1.4	2.9	149	*218	1.4	13.8	153	**115	1.1	7.3	119
BETTER HOMES & GARDENS	22203	10723	15.1	48.3	114	630	19.2	2.8	145	2376	15.7	10.7	119	*1850	18.0	8.3	136
BON APPETIT	3810	2204	3.1	57.8	137	**96	2.9	2.5	129	568	3.8	14.9	166	*219	2.1	5.7	94
BUSINESS WEEK	4663	2236	3.1	48.0	113	**138	4.2	3.0	151	632	4.2	13.6	151	*433	4.2	9.3	151
CAR AND DRIVER	3102	1575	2.2	50.8	120	**5	0.2	0.2	8	*270	1.8	8.7	97	*197	1.9	6.4	103
CBS MAGAZINE NETWORK (GROSS)	7311	4030	5.7	55.1	130	**110	3.3	1.5	77	790	5.2	10.8	120	660	6.4	9.0	147
CHANGING TIMES	3400	1782	2.5	52.4	124	**98	3.0	2.9	147	416	2.8	12.2	136	*181	1.8	5.3	87
COLONIAL HOMES	1796	974	1.4	54.2	128	**50	1.5	2.8	142	250	1.7	13.9	155	*163	1.6	9.1	148
CONDE NAST MAG. PKG. (GROSS)	19924	11195	15.8	56.2	133	476	14.5	2.4	122	2436	16.1	12.2	136	2025	19.7	10.2	166
CONSUMERS DIGEST	3125	1523	2.1	48.7	115	**51	1.6	1.6	83	331	2.2	10.6	118	*294	2.9	9.4	153
COSMOPOLITAN	10577	5959	8.4	56.3	133	**94	8.9	2.8	142	1237	8.2	11.7	130	995	9.7	9.4	153
COUNTRY LIVING	3746	2015	2.8	53.8	127	**112	3.4	3.0	153	416	2.8	11.1	123	*314	3.0	8.4	137
CUISINE	2214	1411	2.0	63.7	150	**94	2.9	4.2	217	333	2.2	15.0	167	*142	1.4	6.4	104
CYCLE WORLD	2394	1123	1.6	46.9	111	**34	1.0	1.4	72	*192	1.3	8.0	89	*183	1.8	7.6	125
DCI:CREATIVE IDEAS FOR LIV	3068	1395	2.0	45.5	107	**72	2.2	2.3	120	*242	1.6	7.9	88	306	3.0	10.0	162
DCI:CREAT IDEA/SO.LIV(GROSS)	9556	4298	6.0	45.0	106	*211	6.4	2.2	113	1108	7.3	11.6	129	921	8.9	9.6	157
DISCOVER	2277	1184	1.7	52.0	123	**62	1.9	2.7	139	282	1.9	12.4	138	*145	1.4	6.4	104
EBONY	7187	2620	3.7	36.5	86	**149	4.5	2.1	106	403	2.7	5.6	62	484	4.7	6.7	110
ESQUIRE	2560	1115	1.6	43.6	103	**61	1.9	2.4	122	271	1.8	10.6	118	*239	2.3	9.3	152
ESSENCE	3242	1253	1.8	38.6	91	**87	2.6	2.7	137	*187	1.2	5.8	64	241	2.3	7.4	121
FAMILY CIRCLE	19639	9618	13.5	49.0	116	573	17.4	2.9	149	1986	13.1	10.1	112	1557	15.1	7.9	129
THE FAMILY HANDYMAN	3540	1788	2.5	50.5	119	*151	4.6	4.3	218	439	2.9	12.4	138	275	2.7	7.8	127
FAMILY WEEKLY	23924	10409	14.6	43.5	103	442	13.4	1.8	94	2198	14.6	9.2	102	1544	15.0	6.5	105
FIELD & STREAM	9883	4172	5.9	42.2	100	**126	3.8	1.3	65	969	6.4	9.8	109	767	7.4	7.8	126
FOOD & WINE	1030	625	0.9	60.7	143	**27	0.8	2.6	134	*148	1.0	14.4	160	**89	0.9	8.6	141
FORBES	2679	1566	2.2	58.5	138	**135	4.1	5.0	257	474	3.1	17.7	196	291	2.8	10.9	177
FORTUNE	2931	1787	2.5	61.0	144	**149	4.5	5.1	259	500	3.3	17.1	189	*240	2.3	8.2	133
GENTLEMEN'S QUARTERLY	3481	1981	2.8	56.9	134	**102	3.1	2.9	150	411	2.7	11.8	131	*397	3.9	11.4	186
GLAMOUR	7163	4113	5.8	57.4	136	*204	6.2	2.8	145	934	6.2	13.0	145	825	8.0	11.5	188
GOLF DIGEST	2355	1452	2.0	61.7	146	**49	1.5	2.1	106	501	3.3	21.3	236	*218	2.1	9.3	151
GOLF DIGEST/TENNIS (GROSS)	3610	2141	3.0	59.3	140	**64	1.9	1.8	90	676	4.5	18.7	208	*317	3.1	8.8	143
GOLF MAGAZINE	2046	1196	1.7	58.5	138	**40	1.2	2.0	100	347	2.3	17.0	188	**199	1.9	9.7	158
GOLF MAGAZINE/SKI (GROSS)	3547	2045	2.9	57.7	136	**76	2.3	2.1	109	598	4.0	16.9	187	*265	2.6	7.5	122
GOOD HOUSEKEEPING	20353	10460	14.7	51.4	121	582	17.7	2.9	146	2270	15.0	11.2	124	1896	18.4	9.3	152
HARPER'S BAZAAR	3362	1935	2.7	57.6	136	**91	2.8	2.7	138	415	2.7	12.3	137	324	3.1	9.6	157
HEALTH	2987	1267	1.8	42.4	100	**64	1.9	2.1	109	*366	2.4	12.3	136	*264	2.6	8.8	144
HEARST MAG CORP. BUY (GROSS)	67928	35614	50.1	52.4	124	1917	58.3	2.8	144	7800	51.6	11.5	128	5990	58.2	8.8	144
HEARST MAN POWER (GROSS)	11282	5166	7.3	45.8	108	359	10.9	3.2	162	1164	7.7	10.3	115	810	7.9	7.2	117
HEARST WOMAN POWER (GROSS)	40514	21637	30.4	53.4	126	1090	33.2	2.7	137	4632	30.7	11.4	127	3733	36.3	9.2	150
HOUSE BEAUTIFUL	4885	2560	3.6	52.4	124	**142	4.3	2.9	148	591	3.9	12.1	134	491	4.8	10.1	164
INC.	1308	744	1.0	56.9	134	**49	1.5	3.7	191	*218	1.4	16.7	185	**128	1.2	9.8	159
JET	6498	2429	3.4	37.4	88	**161	4.9	2.5	126	310	2.1	4.8	53	452	4.4	7.0	113
LADIES' HOME JOURNAL	14797	7386	10.4	49.9	118	448	13.6	3.0	154	1592	10.5	10.8	119	1310	12.7	8.9	144
LHJ FAMILY GRP COMBO(GROSS)	21743	11014	15.5	50.7	120	577	17.6	2.7	135	2425	16.1	11.2	124	2063	20.0	9.5	155
LIFE	9881	4899	6.9	49.6	117	*255	7.8	2.6	132	1151	7.6	11.6	129	811	7.9	8.2	134
L.A. TIMES HOME MAGAZINE	2775	1485	2.1	53.5	126	**52	1.6	1.9	96	353	2.3	12.7	141	*130	1.3	4.7	76
MADEMOISELLE	4219	2355	3.3	55.8	132	**71	2.2	1.7	86	451	3.0	10.7	119	387	3.8	9.2	149
MC CALL'S	16422	8280	11.7	50.4	119	391	11.9	2.4	121	1803	11.9	11.0	122	1463	14.2	8.9	145
MC CALL'S/MRK MOTHER (GROSS)	17919	9090	12.8	50.7	120	473	14.4	2.6	135	1989	13.2	11.1	123	1603	15.6	8.9	146
MECHANIX ILLUSTRATED	4433	2041	2.9	46.0	109	**141	4.3	3.2	162	468	3.1	10.6	117	*260	2.5	5.9	96
METROPOLITAN HOME	1504	830	1.2	55.2	130	**18	0.5	1.2	61	*149	1.0	9.9	110	**156	1.5	10.4	169
MONEY	4723	2623	3.7	55.5	131	*156	4.7	3.3	169	697	4.6	14.8	164	377	3.7	8.0	130
MOTHER EARTH NEWS	2325	1224	1.7	52.6	124	**90	2.7	3.9	198	212	1.4	9.1	101	*194	1.9	8.3	136
MS.	1189	697	1.0	58.6	138	**47	1.4	4.0	202	*168	1.1	14.1	157	*140	1.4	11.8	192
NATIONAL ENQUIRER	18892	8039	11.3	42.6	100	*272	8.3	1.4	73	1488	9.9	7.9	87	1535	14.9	8.1	132
NATIONAL GEOGRAPHIC	22129	11361	16.0	51.3	121	566	17.3	2.6	131	2908	19.3	13.1	146	1640	15.9	7.4	121
NATIONAL SUNDAY MAGAZINE PKG	103750	48404	68.1	46.7	110	2296	69.9	2.2	113	10612	70.3	10.2	114	6818	66.2	6.6	107
NATURAL HISTORY	1379	655	0.9	47.5	112	**41	1.2	3.0	152	*201	1.3	14.6	162	*39	0.4	2.8	46
NEW WOMAN	2289	1135	1.6	49.6	117	**39	1.2	1.7	87	*250	1.7	10.9	121	*113	1.1	4.9	80
NEW YORK INCLUDING CUE	1088	542	0.8	49.8	118	**32	1.0	2.9	150	*126	0.8	11.6	129	**60	0.6	5.5	90
THE NEW YORKER	2459	1421	2.0	57.8	136	**107	3.3	4.4	222	412	2.7	16.8	186	*116	1.1	4.7	77
NEWSWEEK	16527	8366	11.8	50.6	119	446	13.6	2.7	138	1928	12.8	11.7	130	1072	10.4	6.5	106
THE N.Y. TIMES DAILY EDITION	2739	1481	2.1	54.1	128	**91	2.8	3.3	170	476	3.2	17.4	193	*119	1.2	4.3	71
THE N.Y. TIMES MAGAZINE	4443	2470	3.5	55.6	131	*134	4.1	3.0	154	763	5.1	17.2	191	*207	2.0	4.7	76
OMNI	2799	1516	2.1	54.2	128	**66	2.0	2.4	120	264	1.7	9.4	105	*220	2.1	7.9	128
ON CABLE	2209	1199	1.7	54.3	128	**26	0.8	1.2	60	272	1.8	12.3	137	*145	1.4	6.6	107
1001 HOME IDEAS	3959	2361	3.3	59.6	141	**65	2.0	1.6	84	467	3.1	11.8	131	489	4.7	12.4	201
ORGANIC GARDENING	3111	1278	1.8	41.1	97	**51	1.6	1.6	84	233	1.5	7.5	83	*209	2.0	6.7	109
OUTDOOR LIFE	5024	2189	3.1	43.6	103	**71	2.2	1.4	72	492	3.3	9.8	109	379	3.7	7.5	123
PARADE MAGAZINE	51292	24208	34.1	47.2	111	994	30.2	1.9	99	5102	33.8	9.9	110	3328	32.3	6.5	106

	TOTAL U.S. '000	DRINK MIXED DRINKS & COCKTAILS				ALEXANDER				BLOODY MARY				TOM COLLINS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	167727	71063	100.0	42.4	100	3287	100.0	2.0	100	15104	100.0	9.0	100	10296	100.0	6.1	100
PARENTS	5298	2976	4.2	56.2	133	**96	2.9	1.8	92	647	4.3	12.2	136	501	4.9	9.5	154
PENTHOUSE	5129	2911	4.1	56.8	134	**157	4.8	3.1	156	557	3.7	10.9	121	416	4.0	8.1	132
PEOPLE	21070	11517	16.2	54.7	129	546	16.6	2.6	132	2526	16.7	12.0	133	1796	17.4	8.5	139
PLAYBOY	10562	5922	8.3	56.1	132	*169	5.1	1.6	82	1134	7.5	10.7	119	868	8.4	8.2	134
POPULAR HOT RODDING	2498	1149	1.6	46.0	109	**13	0.4	0.5	27	*172	1.1	6.9	76	*221	2.1	8.8	144
POPULAR MECHANICS	5887	2585	3.6	43.9	104	*179	5.4	3.0	155	590	3.9	10.0	111	304	3.0	5.2	84
POPULAR SCIENCE	4317	2236	3.1	51.8	122	*155	4.7	3.6	183	606	4.0	14.0	156	280	2.7	6.5	106
PREVENTION	5792	2329	3.3	40.2	95	**118	3.6	2.0	104	603	4.0	10.4	116	279	2.7	4.8	78
PSYCHOLOGY TODAY	3284	1645	2.3	50.1	118	**101	3.1	3.1	157	386	2.6	11.8	131	183	1.8	5.6	91
READER'S DIGEST	40046	17769	25.0	44.4	105	937	28.5	2.3	119	4111	27.2	10.3	114	2841	27.6	7.1	116
REDBOOK	9584	5218	7.3	54.4	129	*214	6.5	2.2	114	1125	7.4	11.7	130	841	8.2	8.8	143
ROAD & TRACK	2590	1539	2.2	59.4	140	**48	1.5	1.9	95	346	2.3	13.4	148	*211	2.0	8.1	133
ROLLING STONE	3302	2077	2.9	62.9	148	**65	2.0	2.0	100	387	2.6	11.7	130	*280	2.7	8.5	138
RUNNER'S WORLD	1229	560	0.8	45.6	108	**17	0.5	1.4	71	*167	1.1	13.6	151	*557	0.6	4.6	76
SATURDAY EVENING POST	2110	1017	1.4	48.2	114	**111	3.4	5.3	268	268	1.8	12.7	141	*163	1.6	7.7	126
SCIENCE 84	1543	859	1.2	55.7	131	**20	0.6	1.3	66	*207	1.4	13.4	149	**95	0.9	6.2	100
SCIENCE DIGEST	1747	833	1.2	47.7	113	**79	2.4	4.5	231	*196	1.3	11.2	125	*94	0.9	5.4	88
SCIENTIFIC AMERICAN	1994	1128	1.6	56.6	134	**84	2.6	4.2	215	266	1.8	13.3	148	*230	2.2	11.5	188
SELF	3119	1882	2.6	60.3	142	**101	3.1	3.2	165	475	3.1	15.2	169	378	3.7	12.1	197
SEVENTEEN	3923	1928	2.7	49.1	116	**65	2.0	1.7	85	379	2.5	9.7	107	416	4.0	10.6	173
SKI	1501	849	1.2	56.6	134	**36	1.1	2.4	122	250	1.7	16.7	185	*66	0.6	4.4	72
SMITHSONIAN	5976	3156	4.4	52.8	125	*145	4.4	2.4	124	784	5.2	13.1	146	374	3.6	6.3	102
SOAP OPERA DIGEST	4228	1863	2.6	44.1	104	*84	2.6	2.0	101	309	2.0	7.3	81	332	3.2	7.9	128
SOUTHERN LIVING	6488	2904	4.1	44.8	106	*140	4.3	2.2	110	866	5.7	13.3	148	615	6.0	9.5	154
SPORT	3500	1664	2.3	47.5	112	**105	3.2	3.0	153	289	1.9	8.3	92	*217	2.1	6.2	101
THE SPORTING NEWS	2456	1315	1.9	53.5	126	**50	1.5	2.0	104	*235	1.6	9.6	106	*243	2.4	9.9	161
SPORTS AFIELD	3648	1748	2.5	47.9	113	**101	3.1	2.8	141	379	2.5	10.4	115	411	4.0	11.3	184
SPORTS ILLUSTRATED	14484	7350	10.3	50.7	120	*246	7.5	1.7	87	1582	10.5	10.9	121	998	9.7	6.9	112
STAR	12661	5566	7.8	44.0	104	*187	5.7	1.5	75	1033	6.8	8.2	91	1068	10.4	8.4	137
SUNDAY	52799	25291	35.6	47.9	113	1344	40.9	2.5	130	5772	38.2	10.9	121	3540	34.4	6.7	109
SUNSET	3513	2158	3.0	61.4	145	**105	3.2	3.0	153	613	4.1	17.4	194	*304	3.0	8.7	141
TV GUIDE	42766	19043	26.8	44.5	105	759	23.1	1.8	91	3719	24.6	8.7	97	2897	28.1	6.8	110
TENNIS	1254	689	1.0	54.9	130	**15	0.5	1.2	61	*175	1.2	14.0	155	**99	1.0	7.9	129
TIME	22054	11220	15.8	50.9	120	522	15.9	2.4	121	2749	18.2	12.5	138	1593	15.5	7.2	118
TOWN & COUNTRY	1555	899	1.3	57.8	136	**47	1.4	3.0	154	*222	1.5	14.3	159	**122	1.2	7.8	128
TRAVEL & LEISURE	2173	1351	1.9	62.2	147	**98	3.0	4.5	230	306	2.0	14.1	156	*183	1.8	8.4	137
TRUE STORY	4636	1884	2.7	40.6	96	*57	1.7	1.2	63	296	2.0	6.4	71	404	3.9	8.7	142
U.S. NEWS & WORLD REPORT	10353	4785	6.7	46.2	109	*287	8.7	2.8	141	1096	7.3	10.6	118	703	6.8	6.8	111
USA TODAY	4994	2667	3.8	53.4	126	*109	3.3	2.2	111	615	4.1	12.3	137	339	3.3	6.8	111
US	3528	2128	3.0	60.3	142	**53	1.6	1.5	77	380	2.5	10.8	120	363	3.5	10.3	168
VOGUE	5424	2845	4.0	52.5	124	**101	3.1	1.9	95	576	3.8	10.6	118	436	4.2	8.0	131
WALL STREET JOURNAL	6292	3487	4.9	55.4	131	*156	4.7	2.5	127	1064	7.0	16.9	188	544	5.3	8.6	141
WEIGHT WATCHERS	2762	1363	1.9	49.3	116	**80	2.4	2.9	148	208	1.4	7.5	84	*206	2.0	7.5	122
WOMAN'S DAY	16320	7998	11.3	49.0	116	431	13.1	2.6	135	1750	11.6	10.7	119	1309	12.7	8.0	131
WORKING MOTHER	1496	810	1.1	54.1	128	**82	2.5	5.5	280	*187	1.2	12.5	139	*140	1.4	9.4	152
WORKING WOMAN	1851	1053	1.5	56.9	134	**60	1.8	3.2	165	*226	1.5	12.2	136	*194	1.9	10.5	171
WORLD TENNIS	580	344	0.5	59.3	140	**15	0.5	2.6	132	*102	0.7	17.6	195	*77	0.7	13.3	216
ZIFF-DAVIS MAG NETWK (GROSS)	12412	6408	9.0	51.6	122	*172	5.2	1.4	71	1319	8.7	10.6	118	857	8.3	6.9	112
BLAIR INSERTS	91671	43377	61.0	47.3	112	2108	64.1	2.3	117	9819	65.0	10.7	119	6019	58.5	6.6	107
DAILY NEWSPAPERS																	
READ ANY	109190	48834	68.7	44.7	106	2439	74.2	2.2	114	10628	70.4	9.7	108	6780	65.9	6.2	101
READ ONE	89587	39392	55.4	44.0	104	2017	61.4	2.3	115	8287	54.9	9.3	103	5591	54.3	6.2	102
READ TWO OR MORE	19602	9442	13.3	48.2	114	422	12.8	2.2	110	2341	15.5	11.9	133	1189	11.5	6.1	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	50887	71.6	46.4	110	2448	74.5	2.2	114	11211	74.2	10.2	114	7131	69.3	6.5	106
READ ONE	95074	43305	60.9	45.5	108	2102	63.9	2.2	113	9447	62.5	9.9	110	6121	59.5	6.4	105
READ TWO OR MORE	14588	7581	10.7	52.0	123	345	10.5	2.4	121	1763	11.7	12.1	134	1010	9.8	6.9	113
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.35				27.49				32.41				31.77			
30 DAY REACH	149706	65007	91.5	43.4	102	2986	90.8	2.0	102	13927	92.2	9.3	103	9410	91.4	6.3	102
50 SHWG - 30 DAY AV FREQ	15.16	16.38				14.56				16.96				16.51			
30 DAY REACH	142406	62306	87.7	43.8	103	2823	85.9	2.0	101	13334	88.3	9.4	104	9058	88.0	6.4	104
25 SHWG - 30 DAY AV FREQ	8.23	8.80				7.76				8.98				8.72			
30 DAY REACH	131152	58057	81.7	44.3	104	2616	79.6	2.0	102	12634	83.6	9.6	107	8585	83.4	6.5	107
CABLE TV: HOME WIRED	66879	32170	45.3	48.1	114	1419	43.2	2.1	108	6979	46.2	10.4	116	4679	45.4	7.0	114
HOME NOT WIRED	100848	38893	54.7	38.6	91	1867	56.8	1.9	94	8125	53.8	8.1	89	5617	54.6	5.6	91
HAVE PAY CABLE	35024	18999	26.7	54.2	128	844	25.7	2.4	123	4106	27.2	11.7	130	2735	26.6	7.8	127

	TOTAL U.S. '000	VODKA COLLINS				DAIQUIRI				GIN & TONIC				KALUA & CREAM			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	167727	6729	100.0	4.0	100	16286	100.0	9.7	100	11260	100.0	6.7	100	9386	100.0	5.6	100
FEMALE HOMEMAERS	80986	3481	51.7	4.3	107	8984	55.2	11.1	114	4553	40.4	5.6	84	5848	62.3	7.2	129
EMPLOYED MOTHERS	18702	1169	17.4	6.3	156	2599	16.0	13.9	143	1276	11.3	6.8	102	1854	19.8	9.9	177
18 - 24	28671	1656	24.6	5.8	144	4490	27.6	15.7	161	2273	20.2	7.9	118	2151	22.9	7.5	134
25 - 34	39536	2055	30.5	5.2	130	5173	31.8	13.1	135	3173	28.2	8.0	120	3396	36.2	8.6	153
35 - 44	28978	1179	17.5	4.1	101	2748	16.9	9.5	98	2225	19.8	7.7	114	1823	19.4	6.3	112
45 - 54	22345	835	12.4	3.7	93	1540	9.5	6.9	71	1553	13.8	7.0	104	841	9.0	3.8	67
55 - 64	22224	637	9.5	2.9	71	1522	9.3	6.8	71	1283	11.4	5.8	86	718	7.6	3.2	58
65 OR OLDER	25973	368	5.5	1.4	35	814	5.0	3.1	32	754	6.7	2.9	43	456	4.9	1.8	31
18 - 34	68207	3711	55.1	5.4	136	9663	59.3	14.2	146	5446	48.4	8.0	119	5547	59.1	8.1	145
18 - 49	108058	5318	79.0	4.9	123	13208	81.1	12.2	126	8515	75.6	7.9	117	7876	83.9	7.3	130
25 - 54	90859	4069	60.5	4.5	112	9460	58.1	10.4	107	6950	61.7	7.6	114	6060	64.6	6.7	119
35 - 49	39851	1607	23.9	4.0	101	3545	21.8	8.9	92	3069	27.3	7.7	115	2329	24.8	5.8	104
50 OR OLDER	59669	1412	21.0	2.4	59	3078	18.9	5.2	53	2746	24.4	4.6	69	1510	16.1	2.5	45
GRADUATED COLLEGE	28091	1459	21.7	5.2	129	3264	20.0	11.6	120	3836	34.1	13.7	203	1852	19.7	6.6	118
ATTENDED COLLEGE	28938	1659	24.7	5.7	143	3979	24.4	13.8	142	2624	23.3	9.1	135	2753	29.3	9.5	170
GRADUATED HIGH SCHOOL	65503	2675	39.8	4.1	102	6989	42.9	10.7	110	3639	32.3	5.6	83	3526	37.6	5.4	96
DID NOT GRADUATE HIGH SCHOOL	45195	937	13.9	2.1	52	2055	12.6	4.5	47	1162	10.3	2.6	38	1255	13.4	2.8	50
EMPLOYED FULL-TIME	87773	4195	62.3	4.8	119	9343	57.4	10.6	110	7335	65.1	8.4	124	5670	60.4	6.5	115
EMPLOYED PART-TIME	12627	758	11.3	6.0	150	1864	11.4	14.8	152	960	8.5	7.6	113	1110	11.8	8.8	157
NOT EMPLOYED	67327	1776	26.4	2.6	66	5079	31.2	7.5	78	2965	26.3	4.4	66	2606	27.8	3.9	69
PROFESSIONAL/MANAGER	25845	1171	17.4	4.5	113	2766	17.0	10.7	110	3288	29.2	12.7	190	1753	18.7	6.8	121
TECH/CLERICAL/SALES	30895	1838	27.3	5.9	148	4654	28.6	15.1	155	2394	21.3	7.7	115	2751	29.3	8.9	159
PRECISION/CRAFT	12629	*506	7.5	4.0	100	1128	6.9	8.9	92	953	8.5	7.5	112	627	6.7	5.0	89
OTHER EMPLOYED	31031	1437	21.4	4.6	115	2658	16.3	8.6	88	1661	14.8	5.4	80	1649	17.6	5.3	95
SINGLE	35557	1828	27.2	5.1	128	5024	30.8	14.1	146	3287	29.2	9.2	138	2617	27.9	7.4	132
MARRIED	103585	3827	56.9	3.7	92	9057	55.6	8.7	90	6716	59.6	6.5	97	5357	57.1	5.2	92
DIVORCED/SEPARATED/WIDOWED	28585	1074	16.0	3.8	94	2205	13.5	7.7	79	1258	11.2	4.4	66	1412	15.0	4.9	88
PARENTS	59295	2673	39.7	4.5	112	6436	39.5	10.9	112	3797	33.7	6.4	95	3859	41.1	6.5	116
WHITE	146081	6307	93.7	4.3	108	14366	88.2	9.8	101	10470	93.0	7.2	107	8821	94.0	6.0	108
BLACK	17974	*306	4.5	1.7	42	1480	9.1	8.2	85	634	5.6	3.5	53	*333	3.5	1.9	33
OTHER	3672	**117	1.7	3.2	79	**440	2.7	12.0	123	**156	1.4	4.2	63	**232	2.5	6.3	113
NORTHEAST-CENSUS	37005	1351	20.1	3.7	91	2753	16.9	7.4	77	3584	31.8	9.7	144	2432	25.9	6.6	117
NORTH CENTRAL	42642	1860	27.6	4.4	109	4366	26.8	10.2	105	2569	22.8	6.0	90	2180	23.2	5.1	91
SOUTH	56777	1848	27.5	3.3	81	5781	35.5	10.2	105	2198	19.5	3.9	58	1426	15.2	2.5	45
WEST	31303	1670	24.8	5.3	133	3386	20.8	10.8	111	2910	25.8	9.3	138	3348	35.7	10.7	191
NORTHEAST-MKTG.	38125	1459	21.7	3.8	95	2888	17.7	7.6	78	3502	31.1	9.2	137	2616	27.9	6.9	123
EAST CENTRAL	24794	668	9.9	2.7	67	2351	14.4	9.5	98	1579	14.0	6.4	95	1323	14.1	5.3	95
WEST CENTRAL	28511	1477	21.9	5.2	129	2990	18.4	10.5	108	1861	16.5	6.5	97	1422	15.2	5.0	89
SOUTH	48953	1682	25.0	3.4	86	5070	31.1	10.4	107	1746	15.5	3.6	53	981	10.5	2.0	36
PACIFIC	27344	1443	21.4	5.3	132	2988	18.3	10.9	113	2571	22.8	9.4	140	3044	32.4	11.1	199
COUNTY SIZE A	69301	2469	36.7	3.6	89	6780	41.6	9.8	101	5529	49.1	8.0	119	4709	50.2	6.8	121
COUNTY SIZE B	50633	2125	31.6	4.2	105	5462	33.5	10.8	111	3294	29.3	6.5	97	2920	31.1	5.8	103
COUNTY SIZE C	26259	1371	20.4	5.2	130	2406	14.8	9.2	94	1687	15.0	6.4	96	1284	13.7	4.9	87
COUNTY SIZE D	21534	765	11.4	3.6	89	1638	10.1	7.6	78	750	6.7	3.5	52	473	5.0	2.2	39
METRO CENTRAL CITY	50014	1918	28.5	3.8	96	5160	31.7	10.3	106	3817	33.9	7.6	114	2967	31.6	5.9	106
METRO SUBURBAN	76832	3213	47.7	4.2	104	7794	47.9	10.1	104	5643	50.1	7.3	109	5237	55.8	6.8	122
NON METRO	40881	1598	23.7	3.9	97	3332	20.5	8.2	84	1801	16.0	4.4	66	1182	12.6	2.9	52
TOP 5 ADI'S	39550	1439	21.4	3.6	91	3362	20.6	8.5	88	3499	31.1	8.8	132	2863	30.5	7.2	129
TOP 10 ADI'S	54877	1941	28.8	3.5	88	4637	28.5	8.4	87	4592	40.8	8.4	125	3617	38.5	6.6	118
TOP 20 ADI'S	77516	2874	42.7	3.7	92	7288	44.8	9.4	97	6192	55.0	8.0	119	5038	53.7	6.5	116
HSGLD INC. \$50,000 OR MORE	17257	950	14.1	5.5	137	1886	11.6	10.9	113	2076	18.4	12.0	179	1294	13.8	7.5	134
\$40,000 OR MORE	33235	1908	28.4	5.7	143	3718	22.8	11.2	115	3739	33.2	11.3	168	2298	24.5	6.9	124
\$30,000 OR MORE	59693	3065	45.5	5.1	128	6907	42.4	11.6	119	5965	53.0	10.0	149	4351	46.4	7.3	130
\$25,000 OR MORE	76275	3960	58.8	5.2	129	8751	53.7	11.5	118	7343	65.2	9.6	143	5548	59.1	7.3	130
\$20,000 - \$24,999	18607	661	9.8	3.6	89	1743	10.7	9.4	96	1224	10.9	6.6	98	981	10.5	5.3	94
\$15,000 - \$19,999	17175	618	9.2	3.6	90	1729	10.6	10.1	104	869	7.7	5.1	75	893	9.5	5.2	93
\$10,000 - \$14,999	24569	822	12.2	3.3	83	2183	13.4	8.9	92	922	8.2	3.8	56	1059	11.3	4.3	77
UNDER \$10,000	31101	669	9.9	2.2	54	1881	11.5	6.0	62	902	8.0	2.9	43	905	9.6	2.9	52
HOUSEHOLD OF 1 PERSON	19441	679	10.1	3.5	87	1241	7.6	6.4	66	1310	11.6	6.7	100	894	9.5	4.6	82
2 PEOPLE	51803	1736	25.8	3.4	84	4486	27.5	8.7	89	3536	31.4	6.8	102	2770	29.5	5.3	96
3 OR 4 PEOPLE	66933	2978	44.3	4.4	111	7309	44.9	10.9	112	4809	42.7	7.2	107	4040	43.0	6.0	108
5 OR MORE PEOPLE	29550	1337	19.9	4.5	113	3250	20.0	11.0	113	1605	14.3	5.4	81	1682	17.9	5.7	102
NO CHILD IN HSHLD	96587	3397	50.5	3.5	88	8329	51.1	8.6	89	6748	59.9	7.0	104	4952	52.8	5.1	92
CHILD(REN) UNDER 2 YRS	10844	*388	5.8	3.6	89	1237	7.6	11.4	117	568	5.0	5.2	78	640	6.8	5.9	105
2 - 5 YEARS	26358	1273	18.9	4.8	120	3039	18.7	11.5	119	1510	13.4	5.7	85	1755	18.7	6.7	119
6 - 11 YEARS	30453	1438	21.4	4.7	118	3452	21.2	11.3	117	1731	15.4	5.7	85	1741	18.5	5.7	102
12 - 17 YEARS	36575	1562	23.2	4.3	106	3907	24.0	10.7	110	2419	21.5	6.6	99	2083	22.2	5.7	102
RESIDENCE OWNED	117770	4699	69.8	4.0	99	10856	66.7	9.2	95	8069	71.7	6.9	102	5948	63.4	5.1	90
VALUE: \$50,000 OR MORE	70166	3098	46.0	4.4	110	7074	43.4	10.1	104	6396	56.8	9.1	136	4386	46.7	6.3	112
VALUE: UNDER \$50,000	47604	1602	23.8	3.4	84	3783	23.2	7.9	82	1673	14.9	3.5	52	1562	16.6	3.3	59

		TOTAL	VODKA COLLINS				DAIQUIRI				GIN & TONIC				KALUA & CREAM			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		167727	6729	100.0	4.0	100	16286	100.0	9.7	100	11260	100.0	6.7	100	9386	100.0	5.6	100
MAGAZINES	QUINTILE 1	34022	2064	30.7	6.1	151	4489	27.6	13.2	136	3683	32.7	10.8	161	2693	28.7	7.9	141
	QUINTILE 2	34800	1610	23.9	4.6	115	4111	25.2	11.8	122	2682	23.8	7.7	115	2342	25.0	6.7	120
	QUINTILE 3	30514	1143	17.0	3.7	93	2736	16.8	9.0	92	1875	16.7	6.1	92	1637	17.4	5.4	96
	QUINTILE 4	33324	1205	17.9	3.6	90	2856	17.5	8.6	88	1767	15.7	5.3	79	1584	16.9	4.8	85
	QUINTILE 5	35066	708	10.5	2.0	50	2095	12.9	6.0	62	1254	11.1	3.6	53	1130	12.0	3.2	58
NEWSPAPERS	QUINTILE 1	29107	1166	17.3	4.0	100	3057	18.8	10.5	108	3223	28.6	11.1	165	1942	20.7	6.7	119
	QUINTILE 2	49095	2104	31.3	4.3	107	4695	28.8	9.6	98	3749	33.3	7.6	114	2800	29.8	5.7	102
	QUINTILE 3	23107	1078	16.0	4.7	116	2504	15.4	10.8	112	1533	13.6	6.6	99	1429	15.2	6.2	111
	QUINTILE 4	33556	1259	18.7	3.8	94	3535	21.7	10.5	108	1682	14.9	5.0	75	1955	20.8	5.8	104
	QUINTILE 5	32863	1123	16.7	3.4	85	2494	15.3	7.6	78	1073	9.5	3.3	49	1260	13.4	3.8	69
OUTDOOR	QUINTILE 1	33431	1862	27.7	5.6	139	3834	23.5	11.5	118	2752	24.4	8.2	123	2535	27.0	7.6	136
	QUINTILE 2	33478	1572	23.4	4.7	117	3559	21.9	10.6	109	2316	20.6	6.9	103	1901	20.3	5.7	101
	QUINTILE 3	33574	1112	16.5	3.3	83	3448	21.2	10.3	106	2307	20.5	6.9	102	1854	19.8	5.5	99
	QUINTILE 4	33935	1023	15.2	3.0	75	3120	19.2	9.2	95	2110	18.7	6.2	93	1875	20.0	5.5	99
	QUINTILE 5	33310	1161	17.3	3.5	87	2326	14.3	7.0	72	1776	15.8	5.3	79	1222	13.0	3.7	66
RADIO-DRIVE TIME	QUINTILE 1	33136	1550	23.0	4.7	117	3312	20.3	10.0	103	2477	22.0	7.5	111	2007	21.4	6.1	108
	QUINTILE 2	31658	1316	19.6	4.2	104	3406	20.9	10.8	111	2410	21.4	7.6	113	1897	20.2	6.0	107
	QUINTILE 3	32541	1713	25.5	5.3	131	3455	21.2	10.6	109	2177	19.3	6.7	100	1999	21.3	6.1	110
	QUINTILE 4	34247	1188	17.7	3.5	86	3344	20.5	9.8	101	2429	21.6	7.1	106	1952	20.8	5.7	102
	QUINTILE 5	36144	962	14.3	2.7	66	2769	17.0	7.7	79	1767	15.7	4.9	73	1531	16.3	4.2	76
RADIO-MID- DAY	TERCILE 1	45037	2002	29.8	4.4	111	4481	27.5	9.9	102	3143	27.9	7.0	104	2702	28.8	6.0	107
	TERCILE 2	44819	1930	28.7	4.3	107	4427	27.2	9.9	102	2867	25.5	6.4	95	2353	25.1	5.3	94
	TERCILE 3	77872	2797	41.6	3.6	90	7378	45.3	9.5	98	5250	46.6	6.7	100	4331	46.1	5.6	99
RADIO-TOTAL	QUINTILE 1	33763	1630	24.2	4.8	120	3662	22.5	10.8	112	2479	22.0	7.3	109	2141	22.8	6.3	113
	QUINTILE 2	33240	1271	18.9	3.8	95	3250	20.0	9.8	101	2225	19.8	6.7	100	1936	20.6	5.8	104
	QUINTILE 3	33408	1653	24.6	4.9	123	3573	21.9	10.7	110	2649	23.5	7.9	118	2139	22.8	6.4	114
	QUINTILE 4	34792	1271	18.9	3.7	91	3472	21.3	10.0	103	2331	20.7	6.7	100	1903	20.3	5.5	98
	QUINTILE 5	32524	906	13.5	2.8	69	2329	14.3	7.2	74	1576	14.0	4.8	72	1267	13.5	3.9	70
TV-PRIME TIME	QUINTILE 1	33090	1191	17.7	3.6	90	2566	15.8	7.8	80	1924	17.1	5.8	87	1619	17.2	4.9	87
	QUINTILE 2	33357	1517	22.5	4.5	113	3108	19.1	9.3	96	2363	21.0	7.1	106	2062	22.0	6.2	110
	QUINTILE 3	33980	1333	19.8	3.9	98	3791	23.3	11.2	115	2655	23.6	7.8	116	2010	21.4	5.9	106
	QUINTILE 4	33854	1326	19.7	3.9	98	3338	20.5	9.9	102	2316	20.6	6.8	102	1877	20.0	5.5	99
	QUINTILE 5	33444	1363	20.3	4.1	102	3483	21.4	10.4	107	2002	17.8	6.0	89	1818	19.4	5.4	97
TV-DAYTIME	TERCILE 1	49121	1627	24.2	3.3	83	4246	26.1	8.6	89	2369	21.0	4.8	72	2169	23.1	4.4	79
	TERCILE 2	48823	1965	29.2	4.0	100	5605	34.4	11.5	118	3338	29.6	6.8	102	3130	33.3	6.4	115
	TERCILE 3	69782	3138	46.6	4.5	112	6436	39.5	9.2	95	5553	49.3	8.0	119	4087	43.5	5.9	105
TV-TOTAL	QUINTILE 1	33584	958	14.2	2.9	71	2682	16.5	8.0	82	1622	14.4	4.8	72	1438	15.3	4.3	77
	QUINTILE 2	33441	1389	20.6	4.2	104	2877	17.7	8.6	89	2124	18.9	6.4	95	1883	20.1	5.6	101
	QUINTILE 3	33505	1378	20.5	4.1	103	3378	20.7	10.1	104	2597	23.1	7.8	115	1948	20.8	5.8	104
	QUINTILE 4	33466	1555	23.1	4.6	116	3846	23.6	11.5	118	2591	23.0	7.7	115	2195	23.4	6.6	117
	QUINTILE 5	33731	1449	21.5	4.3	107	3504	21.5	10.4	107	2327	20.7	6.9	103	1922	20.5	5.7	102
MAGAZINES-NEWSPAPERS: DUAL		44503	2303	34.2	5.2	129	5362	32.9	12.0	124	4552	40.4	10.2	152	3268	34.8	7.3	131
MAGAZINE IMPERATIVE		39363	2020	30.0	5.1	128	4729	29.0	12.0	124	2480	22.0	6.3	94	2577	27.5	6.5	117
NEWSPAPER IMPERATIVE		46441	1380	20.5	3.0	74	3605	22.1	7.8	80	2980	26.5	6.4	96	2130	22.7	4.6	82
MAGAZINES-OUTDOOR: DUAL		33726	2032	30.2	6.0	150	4195	25.8	12.4	128	3269	29.0	9.7	144	2615	27.9	7.8	139
MAGAZINE IMPERATIVE		52846	2170	32.2	4.1	102	5741	35.3	10.9	112	4069	36.1	7.7	115	3230	34.4	6.1	109
OUTDOOR IMPERATIVE		52140	1874	27.8	3.6	90	4476	27.5	8.6	88	2771	24.6	5.3	79	2616	27.9	5.0	90
MAGAZINES-RADIO: DUAL		37081	1916	28.5	5.2	129	4648	28.5	12.5	129	3303	29.3	8.9	133	2537	27.0	6.8	122
MAGAZINE IMPERATIVE		49747	2377	35.3	4.8	119	5550	34.1	11.2	115	4262	37.9	8.6	128	3254	34.7	6.5	117
RADIO IMPERATIVE		49208	1813	26.9	3.7	92	4195	25.8	8.5	88	2551	22.7	5.2	77	2492	26.6	5.1	90
MAGAZINES-TELEVISION: DUAL		33103	1507	22.4	4.6	113	3368	20.7	10.2	105	2463	21.9	7.4	111	2172	23.1	6.6	117
MAGAZINE IMPERATIVE		54575	2931	43.6	5.4	134	6987	42.9	12.8	132	5160	45.8	9.5	141	3881	41.3	7.1	127
TELEVISION IMPERATIVE		53249	1489	22.1	2.8	70	3696	22.7	6.9	71	2321	20.6	4.4	65	2028	21.6	3.8	68
NEWSPAPERS-OUTDOOR: DUAL		36255	1766	26.2	4.9	121	4010	24.6	11.1	114	3522	31.3	9.7	145	2459	26.2	6.8	121
NEWSPAPER IMPERATIVE		55591	2072	30.8	3.7	93	5074	31.2	9.1	94	4285	38.1	7.7	115	3066	32.7	5.5	99
OUTDOOR IMPERATIVE		48319	2217	32.9	4.6	114	5132	31.5	10.6	109	2391	21.2	4.9	74	2916	31.1	6.0	108
NEWSPAPERS-RADIO: DUAL		37242	1647	24.5	4.4	110	3955	24.3	10.6	109	3422	30.4	9.2	137	2463	26.2	6.6	118
NEWSPAPER IMPERATIVE		54423	2186	32.5	4.0	100	5307	32.6	9.8	100	4505	40.0	8.3	123	3181	33.9	5.8	104
RADIO IMPERATIVE		46650	2064	30.7	4.4	110	4844	29.7	10.4	107	2324	20.6	5.0	74	2661	28.4	5.7	102
NEWSPAPERS-TELEVISION: DUAL		35974	1321	19.6	3.7	92	3193	19.6	8.9	91	2662	23.6	7.4	110	2266	24.1	6.3	113
NEWSPAPER IMPERATIVE		56095	2610	38.8	4.7	116	6253	38.4	11.1	115	5370	47.7	9.6	143	3449	36.7	6.1	110
TELEVISION IMPERATIVE		47170	1705	25.3	3.6	90	4026	24.7	8.5	88	1912	17.0	4.1	60	2018	21.5	4.3	76
OUTDOOR-RADIO: DUAL		33748	1804	26.8	5.3	133	3785	23.2	11.2	116	2393	21.3	7.1	106	2289	24.4	6.8	121
OUTDOOR IMPERATIVE		52785	2298	34.2	4.4	109	5575	34.2	10.6	109	3816	33.9	7.2	108	3096	33.0	5.9	105
RADIO IMPERATIVE		52882	1843	27.4	3.5	87												

TYPES OF MIXED DRINKS & COCKTAILS
(ADULTS)

	TOTAL U.S. '000	VODKA COLLINS				DAIQUIRI				GIN & TONIC				KALUA & CREAM			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	167727	6729	100.0	4.0	100	16286	100.0	9.7	100	11260	100.0	6.7	100	9386	100.0	5.6	100
ATLANTIC MONTHLY	867	**22	0.3	2.5	63	**47	0.3	5.4	56	*108	1.0	12.5	186	**14	0.1	1.6	29
BARRON'S	1580	**61	0.9	3.9	96	*175	1.1	11.1	114	*248	2.2	15.7	234	**83	0.9	5.3	94
BETTER HOMES & GARDENS	22203	1013	15.1	4.6	114	2771	17.0	12.5	129	1819	16.2	8.2	122	1670	17.8	7.5	134
BON APPETIT	3810	*138	2.1	3.6	90	463	2.8	12.2	125	535	4.8	14.0	209	298	3.2	7.8	140
BUSINESS WEEK	4663	*215	3.2	4.6	115	448	2.8	9.6	99	526	4.7	11.3	168	356	3.8	7.6	136
CAR AND DRIVER	3102	**85	1.3	2.7	68	270	1.7	8.7	90	358	3.2	11.5	172	*113	1.2	3.6	65
CBS MAGAZINE NETWORK (GROSS)	7311	412	6.1	5.6	140	1004	6.2	13.7	141	821	7.3	11.2	167	386	4.1	5.3	94
CHANGING TIMES	3400	*145	2.2	4.3	106	397	2.4	11.7	120	374	3.3	11.0	164	*183	1.9	5.4	96
COLONIAL HOMES	1796	**93	1.4	5.2	129	395	2.4	22.0	227	*130	1.2	7.2	108	*104	1.1	5.8	103
CONDE NAST MAG. PKG. (GROSS)	19924	1381	20.5	6.9	173	4115	25.3	20.7	213	1913	17.0	9.6	143	2168	23.1	10.9	194
CONSUMERS DIGEST	3125	**111	1.6	3.6	89	335	2.1	10.7	110	*229	2.0	7.3	109	*268	2.9	8.6	153
COSMOPOLITAN	10577	682	10.1	6.4	161	1922	11.8	18.2	187	1096	9.7	10.4	154	1441	15.4	13.6	243
COUNTRY LIVING	3746	*182	2.7	4.9	121	646	4.0	17.2	178	291	2.6	7.8	116	361	3.8	9.6	172
CUISINE	2214	**104	1.5	4.7	117	252	1.5	11.4	117	261	2.3	11.8	176	*214	2.3	9.7	173
CYCLE WORLD	2394	**158	2.3	6.6	165	*296	1.8	12.4	127	*200	1.8	8.4	124	**90	1.0	3.8	67
DCI:CREATIVE IDEAS FOR LIV	3068	**113	1.7	3.7	92	470	2.9	15.3	158	*188	1.7	6.1	91	*172	1.8	5.6	100
DCI:CREAT IDEA/SO.LIV(GROSS)	9556	385	5.7	4.0	100	1507	9.3	15.8	162	670	6.0	7.0	104	467	5.0	4.9	87
DISCOVER	2277	**104	1.5	4.6	114	*249	1.5	10.9	113	259	2.3	11.4	169	*182	1.9	8.0	143
EBONY	7187	*137	2.0	1.9	48	759	4.7	10.6	109	318	2.8	4.4	66	248	2.6	3.5	62
ESQUIRE	2560	**141	2.1	5.5	137	*262	1.6	10.2	105	191	1.7	7.5	111	*115	1.2	4.5	80
ESSENCE	3242	**56	0.8	1.7	43	386	2.4	11.9	123	*117	1.0	3.6	54	**72	0.8	2.2	40
FAMILY CIRCLE	19639	895	13.3	4.6	114	2658	16.3	13.5	139	1310	11.6	6.7	99	1673	17.8	8.5	152
THE FAMILY HANDYMAN	3540	*182	2.7	5.1	128	426	2.6	12.0	124	330	2.9	9.3	139	*211	2.2	6.0	107
FAMILY WEEKLY	23924	1121	16.7	4.7	117	2264	13.9	9.5	97	1757	15.6	7.3	109	1455	15.5	6.1	109
FIELD & STREAM	9883	469	7.0	4.7	118	845	5.2	8.6	88	661	5.9	6.7	100	428	4.6	4.3	77
FOOD & WINE	1030	**51	0.8	5.0	123	**99	0.6	9.6	99	*124	1.1	12.0	179	**99	1.1	9.6	172
FORBES	2679	*175	2.6	6.5	163	325	2.0	12.1	125	474	4.2	17.7	264	*244	2.6	9.1	163
FORTUNE	2931	*167	2.5	5.7	142	340	2.1	11.6	119	411	3.7	14.0	209	262	2.8	8.9	160
GENTLEMEN'S QUARTERLY	3481	*287	4.3	8.2	206	712	4.4	20.5	211	335	3.0	9.6	143	*316	3.4	9.1	162
GLAMOUR	7163	520	7.7	7.3	181	1529	9.4	21.3	220	756	6.7	10.6	157	912	9.7	12.7	228
GOLF DIGEST	2355	*103	1.5	4.4	109	*257	1.6	10.9	112	293	2.6	12.4	185	*169	1.8	7.2	128
GOLF DIGEST/TENNIS (GROSS)	3610	*167	2.5	4.6	115	395	2.4	10.9	113	465	4.1	12.9	192	273	2.9	7.6	135
GOLF MAGAZINE	2046	**94	1.4	4.6	115	*220	1.4	10.8	111	303	2.7	14.8	221	*84	0.9	4.1	73
GOLF MAGAZINE/SKI (GROSS)	3547	*184	2.7	5.2	129	428	2.6	12.1	124	478	4.2	13.5	201	*187	2.0	5.3	94
GOOD HOUSEKEEPING	20353	1204	17.9	5.9	147	2887	17.7	14.2	146	1504	13.4	7.4	110	1615	17.2	7.9	142
HARPER'S BAZAAR	3362	*228	3.4	6.8	169	584	3.6	17.4	179	364	3.2	10.8	161	354	3.8	10.5	188
HEALTH	2987	**153	2.3	5.1	128	329	2.0	11.0	113	*301	2.7	10.1	150	*318	3.4	10.6	190
HEARST MAG CORP. BUY (GROSS)	67928	3914	58.2	5.8	144	9945	61.1	14.6	151	5689	50.5	8.4	125	5889	62.7	8.7	155
HEARST MAN POWER (GROSS)	11282	527	7.8	4.7	116	995	6.1	8.8	91	850	7.5	7.5	112	644	6.9	5.7	102
HEARST WOMAN POWER (GROSS)	40514	2526	37.5	6.2	155	6356	39.0	15.7	162	3303	29.3	8.2	121	3868	41.2	9.5	171
HOUSE BEAUTIFUL	4885	281	4.2	5.8	143	763	4.7	15.6	161	472	4.2	9.7	144	371	4.0	7.6	136
INC.	1308	**60	0.9	4.6	114	*137	0.8	10.5	108	*255	2.3	19.5	290	**146	1.6	11.2	199
JET	6498	*199	3.0	3.1	76	722	4.4	11.1	114	279	2.5	4.3	64	*152	1.6	2.3	42
LADIES' HOME JOURNAL	14797	847	12.6	5.7	143	2095	12.9	14.2	146	993	8.8	6.7	100	1487	15.8	10.0	180
LHJ FAMILY GRP COMBO(GROSS)	21743	1346	20.0	6.2	154	3143	19.3	14.5	149	1570	13.9	7.2	108	2165	23.1	10.0	178
LIFE	9881	421	6.3	4.3	106	1149	7.1	11.6	120	933	8.3	9.4	141	737	7.9	7.5	133
L.A. TIMES HOME MAGAZINE	2775	*147	2.2	5.3	132	321	2.0	11.6	119	356	3.2	12.8	191	301	3.2	10.8	194
MADEMOISELLE	4219	*310	4.6	7.3	183	870	5.3	20.6	212	474	4.2	11.2	167	432	4.6	10.2	183
MC CALL'S	16422	822	12.2	5.0	125	2463	15.1	15.0	154	1046	9.3	6.4	95	1256	13.4	7.6	137
MC CALL'S/MRK MOTHER (GROSS)	17919	893	13.3	5.0	124	2642	16.2	14.7	152	1121	10.0	6.3	93	1414	15.1	7.9	141
MECHANIX ILLUSTRATED	4433	*206	3.1	4.6	116	400	2.5	9.0	93	310	2.8	7.0	104	*183	1.9	4.1	74
METROPOLITAN HOME	1504	**62	0.9	4.1	103	*249	1.5	16.6	171	*123	1.1	8.2	122	*118	1.3	7.8	140
MONEY	4723	*261	3.9	5.5	138	540	3.3	11.4	118	685	6.1	14.5	216	388	4.1	8.2	147
MOTHER EARTH NEWS	2325	**115	1.7	4.9	123	298	1.8	12.8	132	264	2.3	11.4	169	*206	2.2	8.9	158
MS.	1189	**55	0.8	4.6	115	*209	1.3	17.6	181	**147	1.3	12.4	184	**109	1.2	9.2	164
NATIONAL ENQUIRER	18892	991	14.7	5.2	131	2044	12.6	10.8	111	947	8.4	5.0	75	978	10.4	5.2	93
NATIONAL GEOGRAPHIC	22129	1220	18.1	5.5	137	2794	17.2	12.6	130	2342	20.8	10.6	158	1502	16.0	6.8	121
NATIONAL SUNDAY MAGAZINE PKG	103750	4596	68.3	4.4	110	10530	64.7	10.1	105	8460	75.1	8.2	121	6581	70.1	6.3	113
NATURAL HISTORY	1379	**44	0.7	3.2	80	*211	1.3	15.3	158	*142	1.3	10.3	153	*76	0.8	5.5	98
NEW WOMAN	2289	**85	1.3	3.7	93	406	2.5	17.7	183	*168	1.5	7.3	109	*242	2.6	10.6	189
NEW YORK INCLUDING CUE	1088	**17	0.3	1.6	39	**77	0.5	7.1	73	*146	1.3	13.4	200	**77	0.8	7.1	126
THE NEW YORKER	2459	*127	1.9	5.2	129	251	1.5	10.2	105	399	3.5	16.2	242	190	2.0	7.7	138
NEWSWEEK	16527	776	11.5	4.7	117	1832	11.2	11.1	114	1876	16.7	11.4	169	1149	12.2	7.0	124
THE N.Y. TIMES DAILY EDITION	2739	*87	1.3	3.2	79	309	1.9	11.3	116	427	3.8	15.6	232	*153	1.6	5.6	100
THE N.Y. TIMES MAGAZINE	4443	*127	1.9	2.9	71	450	2.8	10.1	104	648	5.8	14.6	217	210	2.2	4.7	84
OMNI	2799	**90	1.3	3.2	80	406	2.5	14.5	149	379	3.4	13.5	202	*244	2.6	8.7	156
ON CABLE	2209	**107	1.6	4.8	121	*211	1.3	9.6	98	*163	1.4	7.4	110	*291	3.1	13.2	235
1001 HOME IDEAS	3959	346	5.1	8.7	218	719	4.4	18.2	187	276	2.5	7.0	104	361	3.8	9.1	163
ORGANIC GARDENING	3111	*140	2.1	4.5	112	324	2.0	10.4	107	*268	2.4	8.6	128	*172	1.8	5.5	99
OUTDOOR LIFE	5024	*195	2.9	3.9	97	394	2.4	7.8	81	326	2.9	6.5	97	*151	1.6	3.0	54
PARADE MAGAZINE	51292	2120	31.5	4.1	103	4982	30.6	9.7	100	4415	39.2	8.6	128	3109	33.1	6.1	108

	TOTAL U.S. '000	VODKA COLLINS				DAIQUIRI				GIN & TONIC				KALUA & CREAM			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALES	167727	6729	100.0	4.0	100	16286	100.0	9.7	100	11260	100.0	6.7	100	9386	100.0	5.6	100
PARENTS	5298	297	4.4	5.6	140	771	4.7	14.6	150	369	3.3	7.0	104	606	6.5	11.4	204
PENTHOUSE	5129	301	4.5	5.9	146	612	3.8	11.9	123	567	5.0	11.1	165	386	4.1	7.5	134
PEOPLE	21070	1280	19.0	6.1	151	2902	17.8	13.8	142	1967	17.5	9.3	139	2045	21.8	9.7	173
PLAYBOY	10562	570	8.5	5.4	135	1214	7.5	11.5	118	968	8.6	9.2	137	632	6.7	6.0	107
POPULAR HOT RODDING	2498	*190	2.8	7.6	190	*267	1.6	10.7	110	*183	1.6	7.3	109	*112	1.2	4.5	80
POPULAR MECHANICS	5887	*283	4.2	4.8	120	460	2.8	7.8	80	444	3.9	7.5	112	*281	3.0	4.8	85
POPULAR SCIENCE	4317	*291	4.3	6.7	168	399	2.4	9.2	95	476	4.2	11.0	164	*249	2.7	5.8	103
PREVENTION	5792	*171	2.5	3.0	74	475	2.9	8.2	84	346	3.1	6.0	89	332	3.5	5.7	102
PSYCHOLOGY TODAY	3284	*234	3.5	7.1	178	391	2.4	11.9	123	272	2.4	8.3	123	325	3.5	9.9	177
READER'S DIGEST	40046	1840	27.3	4.6	115	4029	24.7	10.1	104	2685	23.8	6.7	100	2067	22.0	5.2	92
REDBOOK	9584	641	9.5	6.7	167	1547	9.5	16.1	166	702	6.2	7.3	109	811	8.6	8.5	151
ROAD & TRACK	2590	**166	2.5	6.4	160	*324	2.0	12.5	129	328	2.9	12.7	189	*124	1.3	4.8	86
ROLLING STONE	3302	*202	3.0	6.1	152	642	3.9	19.4	200	524	4.7	15.9	236	319	3.4	9.7	173
RUNNER'S WORLD	1229	**54	0.8	4.4	110	*147	0.9	12.0	123	*137	1.2	11.1	166	*120	1.3	9.8	174
SATURDAY EVENING POST	2110	*85	1.3	4.0	100	*248	1.5	11.8	121	*177	1.6	8.4	125	**135	1.4	6.4	114
SCIENCE 84	1543	**104	1.5	6.7	168	*189	1.2	12.2	126	*130	1.2	8.4	125	*124	1.3	8.0	144
SCIENCE DIGEST	1747	**76	1.1	4.4	108	*206	1.3	11.8	121	*113	1.0	6.5	96	*160	1.7	9.2	164
SCIENTIFIC AMERICAN	1994	*186	2.8	9.3	233	244	1.5	12.2	126	264	2.3	13.2	197	*155	1.7	7.8	139
SELF	3119	*224	3.3	7.2	179	770	4.7	24.7	254	*281	2.5	9.0	134	341	3.6	10.9	195
SEVENTEEN	3923	*204	3.0	5.2	130	581	3.6	14.8	153	*154	1.4	3.9	58	*250	2.7	6.4	114
SKI	1501	**90	1.3	6.0	149	*208	1.3	13.9	143	*175	1.6	11.7	174	*103	1.1	6.9	123
SMITHSONIAN	5976	224	3.3	3.7	93	612	3.8	10.2	105	838	7.4	14.0	209	364	3.9	6.1	109
SOAP OPERA DIGEST	4228	**167	2.5	3.9	98	566	3.5	13.4	138	*173	1.5	4.1	61	*257	2.7	6.1	109
SOUTHERN LIVING	6488	272	4.0	4.2	104	1037	6.4	16.0	165	482	4.3	7.4	111	295	3.1	4.5	81
SPORT	3500	**157	2.3	4.5	112	343	2.1	9.8	101	316	2.8	9.0	134	*163	1.7	4.7	83
THE SPORTING NEWS	2456	**192	2.9	7.8	195	*297	1.8	12.1	125	*310	2.8	12.6	188	**128	1.4	5.2	93
SPORTS AFIELD	3648	*168	2.5	4.6	115	330	2.0	9.0	93	*293	2.6	8.0	120	*203	2.2	5.6	99
SPORTS ILLUSTRATED	14484	610	9.1	4.2	105	1565	9.6	10.8	111	1553	13.8	10.7	160	784	8.4	5.4	97
STAR	12661	492	7.3	3.9	97	1355	8.3	10.7	110	696	6.2	5.5	82	633	6.7	5.0	89
SUNDAY	52799	2327	34.6	4.4	110	5474	33.6	10.4	107	4552	40.4	8.6	128	3638	38.8	6.9	123
SUNSET	3513	*257	3.8	7.3	182	446	2.7	12.7	131	578	5.1	16.5	245	390	4.2	11.1	198
TV GUIDE	42766	2034	30.2	4.8	119	4651	28.6	10.9	112	2674	23.7	6.3	93	3008	32.0	7.0	126
TENNIS	1254	**64	1.0	5.1	127	**138	0.8	11.0	113	*172	1.5	13.7	204	**104	1.1	8.3	148
TIME	22054	933	13.9	4.2	105	2723	16.7	12.3	127	2403	21.3	10.9	162	1652	17.6	7.5	134
TOWN & COUNTRY	1555	**54	0.8	3.5	87	*156	1.0	10.0	103	*225	2.0	14.5	216	*147	1.6	9.5	169
TRAVEL & LEISURE	2173	**89	1.3	4.1	102	*236	1.4	10.9	112	248	2.2	11.4	170	*202	2.2	9.3	166
TRUE STORY	4636	*171	2.5	3.7	92	464	2.8	10.0	103	**120	1.1	2.6	39	*140	1.5	3.0	54
U.S. NEWS & WORLD REPORT	10353	481	7.1	4.6	116	1114	6.8	10.8	111	930	8.3	9.0	134	460	4.9	4.4	79
USA TODAY	4994	*243	3.6	4.9	121	586	3.6	11.7	121	660	5.9	13.2	197	353	3.8	7.1	126
US	3528	*227	3.4	6.4	160	660	4.1	18.7	193	*249	2.2	7.1	105	391	4.2	11.1	198
VOGUE	5424	327	4.9	6.0	150	947	5.8	17.5	180	401	3.6	7.4	110	482	5.1	8.9	159
MALL STREET JOURNAL	6292	324	4.8	5.1	128	597	3.7	9.5	98	935	8.3	14.9	221	393	4.2	6.2	112
WEIGHT WATCHERS	2762	*90	1.3	3.3	81	389	2.4	14.1	145	*250	2.2	9.1	135	*183	1.9	6.6	118
WOMAN'S DAY	16320	861	12.8	5.3	132	2120	13.0	13.0	134	975	8.7	6.0	89	1267	13.5	7.8	139
WORKING MOTHER	1496	**71	1.1	4.7	118	*179	1.1	12.0	123	*76	0.7	5.1	76	*158	1.7	10.6	189
WORKING WOMAN	1851	**99	1.5	5.3	133	*283	1.7	15.3	157	*229	2.0	12.4	184	*293	3.1	15.8	283
WORLD TENNIS	580	**32	0.5	5.5	138	**67	0.4	11.6	119	**102	0.9	17.6	262	**46	0.5	7.9	142
ZIFF-DAVIS MAG NETWK (GROSS)	12412	592	8.8	4.8	119	1480	9.1	11.9	123	1082	9.6	8.7	130	616	6.6	5.0	89
BLAIR INSERTS	91671	4002	59.5	4.4	109	9307	57.1	10.2	105	8044	71.4	8.8	131	5852	62.3	6.4	114
DAILY NEWSPAPERS																	
READ ANY	109190	4495	66.8	4.1	103	10886	66.8	10.0	103	8564	76.1	7.8	117	6390	68.1	5.9	105
READ ONE	89587	3694	54.9	4.1	103	8896	54.6	9.9	102	6510	57.8	7.3	108	5202	55.4	5.8	104
READ TWO OR MORE	19602	801	11.9	4.1	102	1990	12.2	10.2	105	2054	18.2	10.5	156	1188	12.7	6.1	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4706	69.9	4.3	107	11129	68.3	10.1	105	8968	79.6	8.2	122	6829	72.8	6.2	111
READ ONE	95074	4074	60.5	4.3	107	9721	59.7	10.2	105	7179	63.8	7.6	112	5999	63.9	6.3	113
READ TWO OR MORE	14588	632	9.4	4.3	108	1408	8.6	9.7	99	1790	15.9	12.3	183	830	8.8	5.7	102
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	37.09				31.54				32.34				34.39			
30 DAY REACH	149706	6011	89.3	4.0	100	15044	92.4	10.0	103	10368	92.1	6.9	103	8771	93.4	5.9	105
50 SHWG - 30 DAY AV FREQ	15.16	19.21			16.52					16.83				18.05			
30 DAY REACH	142406	5802	86.2	4.1	102	14398	88.4	10.1	104	9975	88.6	7.0	104	8380	89.3	5.9	105
25 SHWG - 30 DAY AV FREQ	8.23	10.36			8.68					9.13				9.52			
30 DAY REACH	131152	5435	80.8	4.1	103	13727	84.3	10.5	108	9198	81.7	7.0	104	7923	84.4	6.0	108
CABLE TV: HOME WIRED	66879	2903	43.1	4.3	108	7407	45.5	11.1	114	4776	42.4	7.1	106	4299	45.8	6.4	115
HOME NOT WIRED	100848	3827	56.9	3.8	95	8879	54.5	8.8	91	6484	57.6	6.4	96	5087	54.2	5.0	90
HAVE PAY CABLE	35024	1776	26.4	5.1	126	4336	26.6	12.4	128	2890	25.7	8.3	123	2623	27.9	7.5	134

	TOTAL U.S. '000	MANHATTAN				MARGARITA				GIN MARTINI				VODKA MARTINI			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	4534	100.0	2.7	100	15657	100.0	9.3	100	4015	100.0	2.4	100	3245	100.0	1.9	100
MALES	79263	2773	61.2	3.5	129	6541	41.8	8.3	88	2514	62.6	3.2	132	1735	53.5	2.2	113
FEMALES	88464	1761	38.8	2.0	74	9116	58.2	10.3	110	1501	37.4	1.7	71	1509	46.5	1.7	88
18 - 24	28671	*648	14.3	2.3	84	3107	19.8	10.8	116	*567	14.1	2.0	83	*480	14.8	1.7	87
25 - 34	39536	686	15.1	1.7	64	5226	33.4	13.2	142	756	18.8	1.9	80	691	21.3	1.7	90
35 - 44	28978	783	17.3	2.7	100	3211	20.5	11.1	119	925	23.0	3.2	133	*501	15.4	1.7	89
45 - 54	22345	885	19.5	4.0	147	1708	10.9	7.6	82	641	16.0	2.9	120	583	18.0	2.6	135
55 - 64	22224	788	17.4	3.5	131	1514	9.7	6.8	73	675	16.8	3.0	127	619	19.1	2.8	144
65 OR OLDER	25973	744	16.4	2.9	106	891	5.7	3.4	37	452	11.3	1.7	73	372	11.5	1.4	74
18 - 34	68207	1334	29.4	2.0	72	8332	53.2	12.2	131	1323	33.0	1.9	81	1171	36.1	1.7	89
18 - 49	108058	2516	55.5	2.3	86	12392	79.1	11.5	123	2554	63.6	2.4	99	1959	60.4	1.8	94
25 - 54	90859	2354	51.9	2.6	96	10145	64.8	11.2	120	2321	57.8	2.6	107	1775	54.7	2.0	101
35 - 49	39851	1182	26.1	3.0	110	4060	25.9	10.2	109	1232	30.7	3.1	129	788	24.3	2.0	102
50 OR OLDER	59669	2019	44.5	3.4	125	3265	20.9	5.5	59	1461	36.4	2.4	102	1286	39.6	2.2	111
GRADUATED COLLEGE	28091	1108	24.4	3.9	146	3742	23.9	13.3	143	1405	35.0	5.0	209	895	27.6	3.2	165
ATTENDED COLLEGE	28938	944	20.8	3.3	121	3880	24.8	13.4	144	852	21.2	2.9	123	716	22.1	2.5	128
GRADUATED HIGH SCHOOL	65503	1744	38.5	2.7	98	5975	38.2	9.1	98	1282	31.9	2.0	82	1158	35.7	1.8	91
DID NOT GRADUATE HIGH SCHOOL	45195	738	16.3	1.6	60	2059	13.2	4.6	49	*477	11.9	1.1	44	*476	14.7	1.1	54
EMPLOYED MALES	56429	2039	45.0	3.6	134	5231	33.4	9.3	99	1972	49.1	3.5	146	1251	38.6	2.2	115
EMPLOYED FEMALES	43971	805	17.8	1.8	68	5950	38.0	13.5	145	781	19.5	1.8	74	856	26.4	1.9	101
EMPLOYED FULL-TIME	87773	2570	56.7	2.9	108	9788	62.5	11.2	119	2535	63.1	2.9	121	1923	59.3	2.2	113
EMPLOYED PART-TIME	12627	**274	6.0	2.2	80	1392	8.9	11.0	118	**218	5.4	1.7	72	**184	5.7	1.5	75
NOT EMPLOYED	67327	1690	37.3	2.5	93	4476	28.6	6.6	71	1262	31.4	1.9	78	1137	35.0	1.7	87
PROFESSIONAL/MANAGER	25845	1079	23.8	4.2	154	3314	21.2	12.8	137	1107	27.6	4.3	179	953	29.4	3.7	191
TECH/CLERICAL/SALES	30895	722	15.9	2.3	86	4251	27.2	13.8	147	812	20.2	2.6	110	660	20.3	2.1	110
PRECISION/CRAFT	12629	*382	8.4	3.0	112	1102	7.0	8.7	93	*294	7.3	2.3	97	*140	4.3	1.1	57
OTHER EMPLOYED	31031	661	14.6	2.1	79	2513	16.1	8.1	87	*541	13.5	1.7	73	*355	10.9	1.1	59
SINGLE	35557	875	19.3	2.5	91	3860	24.7	10.9	116	916	22.8	2.6	108	720	22.2	2.0	105
MARRIED	103585	3106	68.5	3.0	111	9199	58.8	8.9	95	2481	61.8	2.4	100	1976	60.9	1.9	99
DIVORCED/SEPARATED/WIDOWED	28585	553	12.2	1.9	72	2598	16.6	9.1	97	618	15.4	2.2	90	548	16.9	1.9	99
PARENTS	59295	1324	29.2	2.2	83	6290	40.2	10.6	114	1326	33.0	2.2	93	1070	33.0	1.8	93
WHITE	146081	4013	88.5	2.7	102	14115	90.2	9.7	104	3595	89.5	2.5	103	2840	87.5	1.9	100
BLACK	17974	*398	8.8	2.2	82	1025	6.5	5.7	61	*357	8.9	2.0	83	*328	10.1	1.8	94
OTHER	3672	**124	2.7	3.4	125	**518	3.3	14.1	151	**64	1.6	1.7	73	**77	2.4	2.1	108
NORTHEAST-CENSUS	37005	1498	33.0	4.0	150	1489	9.5	4.0	43	1012	25.2	2.7	114	737	22.7	2.0	103
NORTH CENTRAL	42642	1538	33.9	3.6	133	3645	23.3	8.5	92	955	23.8	2.2	94	866	26.7	2.0	105
SOUTH	56777	866	19.1	1.5	56	4560	29.1	8.0	86	833	20.7	1.5	61	645	19.9	1.1	59
WEST	31303	632	13.9	2.0	75	5963	38.1	19.0	204	1215	30.3	3.9	162	997	30.7	3.2	165
NORTHEAST-MKTG.	38125	1497	33.0	3.9	145	1604	10.2	4.2	45	959	23.9	2.5	105	830	25.6	2.2	113
EAST CENTRAL	24794	797	17.6	3.2	119	1412	9.0	5.7	61	473	11.8	1.9	80	407	12.5	1.6	85
WEST CENTRAL	28511	1034	22.8	3.6	134	3094	19.8	10.9	116	784	19.5	2.7	115	631	19.4	2.2	114
SOUTH	48953	*655	14.4	1.3	49	4178	26.7	8.5	91	740	18.4	1.5	63	*544	16.8	1.1	57
PACIFIC	27344	553	12.2	2.0	75	5369	34.3	19.6	210	1060	26.4	3.9	162	831	25.6	3.0	157
COUNTY SIZE A	69301	2366	52.2	3.4	126	7273	46.5	10.5	112	2211	55.1	3.2	133	1786	55.0	2.6	133
COUNTY SIZE B	50633	1135	25.0	2.2	83	4741	30.3	9.4	100	1022	25.5	2.0	84	824	25.4	1.6	84
COUNTY SIZE C	26259	707	15.6	2.7	100	2286	14.6	8.7	93	*501	12.5	1.9	80	*418	12.9	1.6	82
COUNTY SIZE D	21534	*327	7.2	1.5	56	1357	8.7	6.3	68	**281	7.0	1.3	55	**217	6.7	1.0	52
METRO CENTRAL CITY	50014	1253	27.6	2.5	93	5551	35.5	11.1	119	1508	37.6	3.0	126	1186	36.5	2.4	123
METRO SUBURBAN	76832	2615	57.7	3.4	126	7509	48.0	9.8	105	1953	48.6	2.5	106	1506	46.4	2.0	101
NON METRO	40881	667	14.7	1.6	60	2596	16.6	6.4	68	*554	13.8	1.4	57	*553	17.0	1.4	70
TOP 5 ADI'S	39550	1497	33.0	3.8	140	4346	27.8	11.0	118	1305	32.5	3.3	138	1207	37.2	3.1	158
TOP 10 ADI'S	54877	1910	42.1	3.5	129	5476	35.0	10.0	107	1755	43.7	3.2	134	1515	46.7	2.8	143
TOP 20 ADI'S	77516	2418	53.3	3.1	115	7745	49.5	10.0	107	2347	58.5	3.0	126	1821	56.1	2.3	121
HSGLD INC. \$50,000 OR MORE	17257	625	13.8	3.6	134	2355	15.0	13.6	146	788	19.6	4.6	191	550	16.9	3.2	165
\$40,000 OR MORE	33235	1139	25.1	3.4	127	4085	26.1	12.3	132	1344	33.5	4.0	169	1087	33.5	3.3	169
\$30,000 OR MORE	59693	2113	46.6	3.5	131	6990	44.6	11.7	125	2190	54.5	3.7	153	1675	51.6	2.8	145
\$25,000 OR MORE	76275	2545	56.1	3.3	123	8979	57.3	11.8	126	2594	64.6	3.4	142	2097	64.6	2.7	142
\$20,000 - \$24,999	18607	553	12.2	3.0	110	1739	11.1	9.3	100	*430	10.7	2.3	97	*350	10.8	1.9	97
\$15,000 - \$19,999	17175	416	9.2	2.4	90	1614	10.3	9.4	101	*418	10.4	2.4	102	**241	7.4	1.4	73
\$10,000 - \$14,999	24569	602	13.3	2.5	91	1637	10.5	6.7	71	*310	7.7	1.3	53	*269	8.3	1.1	57
UNDER \$10,000	31101	*419	9.2	1.3	50	1687	10.8	5.4	58	*263	6.6	0.8	35	*287	8.8	0.9	48
HOUSEHOLD OF 1 PERSON	19441	455	10.0	2.3	87	1699	10.9	8.7	94	451	11.2	2.3	97	462	14.2	2.4	123
2 PEOPLE	51803	1820	40.1	3.5	130	4543	29.0	8.8	94	1229	30.6	2.4	99	1142	35.2	2.2	114
3 OR 4 PEOPLE	66933	1548	34.1	2.3	86	6607	42.2	9.9	106	1683	41.9	2.5	105	1129	34.8	1.7	87
5 OR MORE PEOPLE	29550	*712	15.7	2.4	89	2808	17.9	9.5	102	*652	16.2	2.2	92	*512	15.8	1.7	90
NO CHILD IN HSHLD	96587	2942	64.9	3.0	113	8316	53.1	8.6	92	2496	62.2	2.6	108	2026	62.4	2.1	108
CHILD(REN) UNDER 2 YRS	10844	**286	6.3	2.6	98	1057	6.8	9.7	104	**162	4.0	1.5	62	**177	5.5	1.6	84
2 - 5 YEARS	26358	615	13.6	2.3	86	3127	20.0	11.9	127	*512	12.8	1.9	81	*495	15.3	1.9	97
6 - 11 YEARS	30453	752	16.6	2.5	91	3224	20.6	10.6	113	519	12.9	1.7	71	*420	12.9	1.4	71
12 - 17 YEARS	36575	1022	22.5	2.8	103	3307	21.1	9.0	97	942	23.5	2.6	108	725	22.3	2.0	102
RESIDENCE OWNED	117770	3567	78.7	3.0	112	10374	66.3	8.8	94	3106	77.4	2.6	110	2355	72.6	2.0	103
VALUE: \$50,000 OR MORE	70166	2753	60.7	3.9	145	7556	48.3	10.8	115	2432	60.6	3.5	145	1845	56.9	2.6	136
VALUE: UNDER \$50,000	47604	815	18.0	1.7	63	2819	18.0	5.9	63	674	16.8	1.4	59	*510	15.7	1.1	55

		TOTAL	MANHATTAN				MARGARITA				GIN MARTINI				VODKA MARTINI			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	4534	100.0	2.7	100	15657	100.0	9.3	100	4015	100.0	2.4	100	3245	100.0	1.9	100
MAGAZINES	QUINTILE 1	34022	1242	27.4	3.7	135	4200	26.8	12.3	132	1239	30.9	3.6	152	988	30.4	2.9	150
	QUINTILE 2	34800	1098	24.2	3.2	117	3728	23.8	10.7	115	1015	25.3	2.9	122	774	23.9	2.2	115
	QUINTILE 3	30514	834	18.4	2.7	101	2883	18.4	9.4	101	614	15.3	2.0	84	461	14.2	1.5	78
	QUINTILE 4	33324	814	18.0	2.4	90	2932	18.7	8.8	94	744	18.5	2.2	93	649	20.0	1.9	101
	QUINTILE 5	35066	546	12.0	1.6	58	1914	12.2	5.5	58	*403	10.0	1.1	48	*372	11.5	1.1	55
NEWSPAPERS	QUINTILE 1	29107	1235	27.2	4.2	157	2648	16.9	9.1	97	1098	27.3	3.8	158	649	20.0	2.2	115
	QUINTILE 2	49095	1663	36.7	3.4	125	4475	28.6	9.1	98	1284	32.0	2.6	109	1191	36.7	2.4	125
	QUINTILE 3	23107	653	14.4	2.8	105	2325	14.8	10.1	108	625	15.6	2.7	113	*482	14.9	2.1	108
	QUINTILE 4	33556	544	12.0	1.6	60	3642	23.3	10.9	116	527	13.1	1.6	66	*518	16.0	1.5	80
	QUINTILE 5	32863	*440	9.7	1.3	50	2567	16.4	7.8	84	*481	12.0	1.5	61	*404	12.4	1.2	64
OUTDOOR	QUINTILE 1	33431	1092	24.1	3.3	121	3939	25.2	11.8	126	1105	27.5	3.3	138	883	27.2	2.6	137
	QUINTILE 2	33478	913	20.1	2.7	101	3437	22.0	10.3	110	580	14.4	1.7	72	501	15.4	1.5	77
	QUINTILE 3	33574	1021	22.5	3.0	112	3246	20.7	9.7	104	910	22.7	2.7	113	738	22.7	2.2	114
	QUINTILE 4	33935	753	16.6	2.2	82	3082	19.7	9.1	97	772	19.2	2.3	95	588	18.1	1.7	90
	QUINTILE 5	33310	756	16.7	2.3	84	1952	12.5	5.9	63	648	16.1	1.9	81	534	16.5	1.6	83
RADIO-DRIVE TIME	QUINTILE 1	33136	726	16.0	2.2	81	3115	19.9	9.4	101	838	20.9	2.5	106	513	15.8	1.5	80
	QUINTILE 2	31658	1100	24.3	3.5	129	3471	22.2	11.0	117	688	17.1	2.2	91	721	22.2	2.3	118
	QUINTILE 3	32541	919	20.3	2.8	104	3270	20.9	10.0	108	799	19.9	2.5	103	927	28.6	2.8	147
	QUINTILE 4	34247	1083	23.9	3.2	117	3231	20.6	9.4	101	879	21.9	2.6	107	670	20.6	2.0	101
	QUINTILE 5	36144	706	15.6	2.0	72	2570	16.4	7.1	76	812	20.2	2.2	94	414	12.8	1.1	59
RADIO-MID- DAY	TERCILE 1	45037	1128	24.9	2.5	93	4196	26.8	9.3	100	1107	27.6	2.5	103	814	25.1	1.8	93
	TERCILE 2	44819	1378	30.4	3.1	114	3890	24.8	8.7	93	1022	25.5	2.3	95	881	27.1	2.0	102
	TERCILE 3	77872	2028	44.7	2.6	96	7571	48.4	9.7	104	1886	47.0	2.4	101	1550	47.8	2.0	103
RADIO-TOTAL	QUINTILE 1	33763	748	16.5	2.2	82	3262	20.8	9.7	103	830	20.7	2.5	103	663	20.4	2.0	101
	QUINTILE 2	33240	988	21.8	3.0	110	3431	21.9	10.3	111	713	17.8	2.1	90	576	17.8	1.7	90
	QUINTILE 3	33408	1009	22.3	3.0	112	3583	22.9	10.7	115	963	24.0	2.9	120	768	23.7	2.3	119
	QUINTILE 4	34792	1065	23.5	3.1	113	3241	20.7	9.3	100	851	21.2	2.4	102	830	25.6	2.4	123
	QUINTILE 5	32524	724	16.0	2.2	82	2140	13.7	6.6	70	658	16.4	2.0	85	408	12.6	1.3	65
TV-PRIME TIME	QUINTILE 1	33090	830	18.3	2.5	93	2371	15.1	7.2	77	710	17.7	2.1	90	755	23.3	2.3	118
	QUINTILE 2	33357	1135	25.0	3.4	126	2876	18.4	8.6	92	784	19.5	2.4	98	723	22.3	2.2	112
	QUINTILE 3	33980	983	21.7	2.9	107	3595	23.0	10.6	113	841	20.9	2.5	103	797	24.6	2.3	121
	QUINTILE 4	33854	981	21.6	2.9	107	3223	20.6	9.5	102	925	23.0	2.7	114	603	18.6	1.8	92
	QUINTILE 5	33444	606	13.4	1.8	67	3593	22.9	10.7	115	756	18.8	2.3	94	*367	11.3	1.1	57
TV-DAYTIME	TERCILE 1	49121	1251	27.6	2.5	94	3777	24.1	7.7	82	864	21.5	1.8	73	785	24.2	1.6	83
	TERCILE 2	48823	1268	28.0	2.6	96	4520	28.9	9.3	99	1227	30.6	2.5	105	921	28.4	1.9	98
	TERCILE 3	69782	2016	44.5	2.9	107	7359	47.0	10.5	113	1924	47.9	2.8	115	1538	47.4	2.2	114
TV-TOTAL	QUINTILE 1	33584	900	19.9	2.7	99	2498	16.0	7.4	80	753	18.8	2.2	94	655	20.2	2.0	101
	QUINTILE 2	33441	907	20.0	2.7	100	2654	17.0	7.9	85	765	19.1	2.3	96	720	22.2	2.2	111
	QUINTILE 3	33505	965	21.3	2.9	107	3316	21.2	9.9	106	823	20.5	2.5	103	720	22.2	2.1	111
	QUINTILE 4	33466	1010	22.3	3.0	112	3471	22.2	10.4	111	862	21.5	2.6	108	703	21.7	2.1	109
	QUINTILE 5	33731	753	16.6	2.2	83	3719	23.8	11.0	118	812	20.2	2.4	101	447	13.8	1.3	68
MAGAZINES-NEWSPAPERS: DUAL		44503	1834	40.4	4.1	152	4652	29.7	10.5	112	1507	37.5	3.4	141	1344	41.4	3.0	156
MAGAZINE IMPERATIVE		39363	843	18.6	2.1	79	4862	31.1	12.4	132	965	24.0	2.5	102	639	19.7	1.6	84
NEWSPAPER IMPERATIVE		46441	1377	30.4	3.0	110	3609	23.1	7.8	83	1102	27.4	2.4	99	759	23.4	1.6	84
MAGAZINES-OUTDOOR: DUAL		33726	1146	25.3	3.4	126	4354	27.8	12.9	138	912	22.7	2.7	113	963	29.7	2.9	148
MAGAZINE IMPERATIVE		52846	1656	36.5	3.1	116	5037	32.2	9.5	102	1614	40.2	3.1	128	1078	33.2	2.0	105
OUTDOOR IMPERATIVE		52140	1339	29.5	2.6	95	4619	29.5	8.9	95	1170	29.1	2.2	94	806	24.8	1.5	80
MAGAZINES-RADIO: DUAL		37081	1193	26.3	3.2	119	4628	29.6	12.5	134	1143	28.5	3.1	129	816	25.1	2.2	114
MAGAZINE IMPERATIVE		49747	1635	36.1	3.3	122	5156	32.9	10.4	111	1542	38.4	3.1	129	1223	37.7	2.5	127
RADIO IMPERATIVE		49208	1121	24.7	2.3	84	4136	26.4	8.4	90	839	20.9	1.7	71	727	22.4	1.5	76
MAGAZINES-TELEVISION: DUAL		33103	1203	26.5	3.6	134	3333	21.3	10.1	108	1089	27.1	3.3	137	784	24.2	2.4	122
MAGAZINE IMPERATIVE		54575	1712	37.8	3.1	116	6496	41.5	11.9	128	1545	38.5	2.8	118	1294	39.9	2.4	123
TELEVISION IMPERATIVE		53249	1114	24.6	2.1	77	3508	22.4	6.6	71	915	22.8	1.7	72	906	27.9	1.7	88
NEWSPAPERS-OUTDOOR: DUAL		36255	1365	30.1	3.8	139	3733	23.8	10.3	110	1062	26.5	2.9	122	939	28.9	2.6	134
NEWSPAPER IMPERATIVE		55591	1904	42.0	3.4	127	4410	28.2	7.9	85	1683	41.9	3.0	126	1166	35.9	2.1	108
OUTDOOR IMPERATIVE		48319	1005	22.2	2.1	77	5527	35.3	11.4	123	919	22.9	1.9	79	768	23.7	1.6	82
NEWSPAPERS-RADIO: DUAL		37242	1382	30.5	3.7	137	3458	22.1	9.3	99	1071	26.7	2.9	120	874	26.9	2.3	121
NEWSPAPER IMPERATIVE		54423	1930	42.6	3.5	131	4965	31.7	9.1	98	1691	42.1	3.1	130	1294	39.9	2.4	123
RADIO IMPERATIVE		46650	799	17.6	1.7	63	5159	33.0	11.1	118	859	21.4	1.8	77	704	21.7	1.5	78
NEWSPAPERS-TELEVISION: DUAL		35974	1231	27.2	3.4	127	2896	18.5	8.1	86	1080	26.9	3.0	125	853	26.3	2.4	123
NEWSPAPER IMPERATIVE		56095	2052	45.3	3.7	135	5703	36.4	10.2	109	1790	44.6	3.2	133	1318	40.6	2.3	121
TELEVISION IMPERATIVE		47170	890	19.6	1.9	70	4011	25.6	8.5	91	741	18.5	1.6	66	817	25.2	1.7	90
OUTDOOR-RADIO: DUAL		33748	953	21.0	2.8	104	3960	25.3	11.7	126	903	22.5	2.7	112	661	20.4	2.0	101
OUTDOOR IMPERATIVE		52785	1721	38.0	3.3	121	5184	33.1	9.8	105	1359	33.8	2.6	108	1226	37.8	2.3	120
RADIO IMPERATIVE		52882	1															

	TOTAL U.S. '000	MANHATTAN				MARGARITA				GIN MARTINI				VODKA MARTINI			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	4534	100.0	2.7	100	15657	100.0	9.3	100	4015	100.0	2.4	100	3245	100.0	1.9	100
ATLANTIC MONTHLY	867	**34	0.7	3.9	145	**100	0.6	11.5	124	**46	1.1	5.3	222	**18	0.6	2.1	107
BARRON'S	1580	**105	2.3	6.6	246	*177	1.1	11.2	120	**129	3.2	8.2	341	**119	3.7	7.5	389
BETTER HOMES & GARDENS	22203	782	17.2	3.5	130	2531	16.2	11.4	122	524	13.1	2.4	99	**463	14.3	2.1	108
BON APPETIT	3810	220	4.9	5.8	214	535	3.4	14.0	150	*177	4.4	4.6	194	*167	5.1	4.4	227
BUSINESS WEEK	4663	185	4.1	4.0	147	600	3.8	12.9	138	*211	5.3	4.5	189	*199	6.1	4.3	221
CAR AND DRIVER	3102	*135	3.0	4.4	161	334	2.1	10.8	115	**124	3.1	4.0	167	**73	2.2	2.4	122
CBS MAGAZINE NETWORK (GROSS)	7311	263	5.8	3.6	133	956	6.1	13.1	140	*264	6.6	3.6	151	*102	3.1	1.4	72
CHANGING TIMES	3400	*157	3.5	4.6	171	289	1.8	8.5	91	*113	2.8	3.3	139	*130	4.0	3.8	198
COLONIAL HOMES	1796	*30	0.7	1.7	62	*325	2.1	18.1	194	**47	1.2	2.6	109	**48	1.5	2.7	138
CONDE NAST MAG. PKG. (GROSS)	19924	606	13.4	3.0	113	2763	17.6	13.9	149	638	15.9	3.2	134	386	11.9	1.9	100
CONSUMERS DIGEST	3125	*160	3.5	5.1	189	226	1.4	7.2	77	**85	2.1	2.7	114	*110	3.4	3.5	182
COSMOPOLITAN	10577	323	7.1	3.1	113	1489	9.5	14.1	151	349	8.7	3.3	138	*259	8.0	2.4	127
COUNTRY LIVING	3746	**74	1.6	2.0	73	494	3.2	13.2	141	*779	2.0	2.1	88	**42	1.3	1.1	58
CUISINE	2214	*147	3.2	6.6	246	304	1.9	13.7	147	**93	2.3	4.2	175	*115	3.5	5.2	268
CYCLE WORLD	2394	**42	0.9	1.8	65	*153	1.0	6.4	68	**58	1.4	2.4	101	**26	0.8	1.1	56
DCI:CREATIVE IDEAS FOR LIV	3068	**51	1.1	1.7	61	300	1.9	9.8	105	**20	0.5	0.7	27	**39	1.2	1.3	66
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*203	4.5	2.1	79	1125	7.2	11.8	126	*163	4.1	1.7	71	*176	5.4	1.8	95
DISCOVER	2277	**61	1.3	2.7	99	247	1.6	10.8	116	**103	2.6	4.5	189	**77	2.4	3.4	175
EBONY	7187	*172	3.8	2.4	89	469	3.0	6.5	70	*204	5.1	4.8	119	*169	5.2	2.4	122
ESQUIRE	2560	**88	1.9	3.4	127	317	2.0	12.4	133	**89	2.2	3.5	145	**116	3.6	4.5	234
ESSENCE	3242	**56	1.2	1.7	64	246	1.6	7.6	81	**78	1.9	2.4	101	**95	2.9	2.9	151
FAMILY CIRCLE	19639	471	10.4	2.4	89	2058	13.1	10.5	112	472	11.8	2.4	100	333	10.3	1.7	88
THE FAMILY HANDYMAN	3540	*132	2.9	3.7	138	337	2.2	9.5	102	**82	2.0	2.3	97	**48	1.5	1.4	70
FAMILY WEEKLY	23924	638	14.1	2.7	99	2233	14.3	9.3	100	558	13.9	2.3	97	450	13.9	1.9	97
FIELD & STREAM	9883	229	5.1	2.3	86	807	5.2	8.2	87	*247	6.2	2.5	104	*131	4.0	1.3	69
FOOD & WINE	1030	**49	1.1	4.8	176	*132	0.8	12.8	137	**38	0.9	3.7	154	**56	1.7	5.4	281
FORBES	2679	*176	3.9	6.6	243	440	2.8	16.4	176	*206	5.1	7.7	321	*218	6.7	8.1	421
FORTUNE	2931	*190	4.2	6.5	240	497	3.2	17.0	182	*198	4.9	6.8	282	*223	6.9	7.6	393
GENTLEMEN'S QUARTERLY	3481	**68	1.5	2.0	72	495	3.2	14.2	152	*132	3.3	3.8	158	**63	1.9	1.8	94
GLAMOUR	7163	*255	5.6	3.6	132	1128	7.2	15.7	169	*259	6.5	3.6	151	*177	5.5	2.5	128
GOLF DIGEST	2355	*139	3.1	5.9	218	326	2.1	13.8	148	**161	4.0	6.8	286	*139	4.3	5.9	305
GOLF DIGEST/TENNIS (GROSS)	3610	*174	3.8	4.8	178	539	3.4	14.9	160	*186	4.6	5.2	215	*145	4.5	4.0	208
GOLF MAGAZINE	2046	*137	3.0	6.7	248	*276	1.8	13.5	145	*187	4.7	9.1	382	*93	2.9	4.5	235
GOLF MAGAZINE/SKI (GROSS)	3547	197	4.3	5.6	205	*453	2.9	12.8	137	*233	5.8	6.6	274	*126	3.9	3.6	184
GOOD HOUSEKEEPING	20353	681	15.0	3.3	124	2264	14.5	11.1	119	485	12.1	2.4	100	403	12.4	2.0	102
HARPER'S BAZAAR	3362	**109	2.4	3.2	120	574	3.7	17.1	183	*130	3.2	3.9	162	**85	2.6	2.5	131
HEALTH	2987	**82	1.8	2.7	102	*264	1.7	8.8	95	**117	2.9	3.9	164	**93	2.9	3.1	161
HEARST MAG CORP. BUY (GROSS)	67928	2156	47.6	3.2	117	8286	52.9	12.2	131	1834	45.7	2.7	113	1540	47.5	2.3	117
HEARST MAN POWER (GROSS)	11282	423	9.3	3.7	139	981	6.3	8.7	93	351	8.7	3.1	130	271	8.4	2.4	124
HEARST WOMAN POWER (GROSS)	40514	1286	28.4	3.2	117	4910	31.4	12.1	130	1024	25.5	2.5	106	836	25.8	2.1	107
HOUSE BEAUTIFUL	4885	*157	3.5	3.2	119	685	4.4	14.0	150	*146	3.6	3.0	125	*183	5.6	3.7	194
INC.	1308	**101	2.2	7.7	286	*228	1.5	17.4	187	*106	2.6	8.1	339	**91	2.8	7.0	360
JET	6498	*162	3.6	2.5	92	518	3.3	8.0	85	*157	3.9	2.4	101	*152	4.7	2.3	121
LADIES' HOME JOURNAL	14797	443	9.8	3.0	111	1647	10.5	11.1	119	358	8.9	2.4	101	297	9.2	2.0	104
LHJ FAMILY GRP COMBO(GROSS)	21743	651	14.4	3.0	111	2499	16.0	11.5	123	522	13.0	2.4	100	511	15.7	2.4	121
LIFE	9881	318	7.0	3.2	119	1256	8.0	12.7	136	*306	7.6	3.1	129	*295	9.1	3.0	154
L.A. TIMES HOME MAGAZINE	2775	*149	3.3	5.4	199	667	4.3	24.0	257	*146	3.6	5.3	220	*172	5.3	6.2	320
MADEMOISELLE	4219	*157	3.5	3.7	138	522	3.3	12.4	133	**143	3.6	3.4	142	**73	2.2	1.7	89
MC CALL'S	16422	425	9.4	2.6	96	1940	12.4	11.8	127	325	8.1	2.0	83	336	10.4	2.0	106
MC CALL'S/WRK MOTHER (GROSS)	17919	508	11.2	2.8	105	2134	13.6	11.9	128	365	9.1	2.0	85	359	11.1	2.0	104
MECHANIX ILLUSTRATED	4433	*145	3.2	3.3	121	368	2.4	8.3	89	*110	2.7	2.5	104	**83	2.6	1.9	97
METROPOLITAN HOME	1504	**63	1.4	4.2	155	*155	1.0	10.3	110	**21	0.5	1.4	58	**23	0.7	1.5	79
MONEY	4723	*192	4.2	4.1	150	650	4.2	13.8	147	286	7.1	6.1	253	*164	5.1	3.5	179
MOTHER EARTH NEWS	2325	**79	1.7	3.4	126	302	1.9	13.0	139	**124	3.1	5.3	223	**29	0.9	1.2	64
MS.	1189	**28	0.6	2.4	87	*194	1.2	16.3	175	**17	0.4	1.4	60	**27	0.8	2.3	117
NATIONAL ENQUIRER	18892	365	8.1	1.9	71	1822	11.6	9.6	103	435	10.8	2.3	96	265	8.2	1.4	73
NATIONAL GEOGRAPHIC	22129	949	20.9	4.3	159	3003	19.2	13.6	145	959	23.9	4.3	181	793	24.4	3.6	185
NATIONAL SUNDAY MAGAZINE PKG	103750	3402	75.0	3.3	121	10189	65.1	9.8	105	3011	75.0	2.9	121	2386	73.5	2.3	119
NATURAL HISTORY	1379	**41	0.9	3.0	110	*157	1.0	11.4	122	**41	1.0	3.0	124	**42	1.3	3.0	157
NEW WOMAN	2289	**96	2.1	4.2	155	*260	1.7	11.4	122	**36	0.9	1.6	66	**36	1.1	1.6	81
NEW YORK INCLUDING CUE	1088	**25	0.6	2.3	85	**85	0.5	7.8	84	**30	0.7	2.8	115	**23	0.7	2.1	109
THE NEW YORKER	2459	*130	2.9	5.3	196	283	1.8	11.5	123	*148	3.7	6.0	251	*138	4.3	5.6	290
NEWSWEEK	16527	610	13.5	3.7	137	1961	12.5	11.9	127	392	9.8	2.4	99	*76	14.7	2.9	149
THE N.Y. TIMES DAILY EDITION	2739	131	2.9	4.8	177	*230	1.5	8.4	90	225	5.6	8.2	343	*104	3.2	3.8	196
THE N.Y. TIMES MAGAZINE	4443	208	4.6	4.7	173	292	1.9	6.6	70	331	8.2	7.4	311	*186	5.7	4.2	216
OMNI	2799	*95	2.1	3.4	126	340	2.2	12.1	130	**107	2.7	3.8	160	**78	2.4	2.8	144
ON CABLE	2209	**32	0.7	1.4	54	*256	1.6	11.6	124	**46	1.1	2.1	87	**56	1.7	2.5	131
1001 HOME IDEAS	3959	*126	2.8	3.2	118	588	3.8	14.9	159	**46	1.1	1.2	49	**122	3.8	3.1	159
ORGANIC GARDENING	3111	**46	1.0	1.5	55	*208	1.3	6.7	72	**119	3.0	3.8	160	**78	2.4	2.5	130
OUTDOOR LIFE	5024	*147	3.2	2.9	108	438	2.8	8.7	93	**73	1.8	1.5	61	*107	3.3	2.1	110
PARADE MAGAZINE	51292	1474	32.5	2.9	106	4715	30.1	9.2	98	1496	37.3	2.9	122	1012	31.2	2.0	102

TYPES OF MIXED DRINKS & COCKTAILS
(ADULTS)

	TOTAL U.S. '000	MANHATTAN				MARGARITA				GIN MARTINI				VODKA MARTINI			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	4534	100.0	2.7	100	15657	100.0	9.3	100	4015	100.0	2.4	100	3245	100.0	1.9	100
PARENTS	5298	**94	2.1	1.8	66	686	4.4	12.9	139	**93	2.3	1.8	73	**66	2.0	1.2	64
PENTHOUSE	5129	*168	3.7	3.3	121	647	4.1	12.6	135	*174	4.3	3.4	142	**116	3.6	2.3	117
PEOPLE	21070	748	16.5	3.6	131	2654	17.0	12.6	135	586	14.6	2.8	116	500	15.4	2.4	123
PLAYBOY	10562	401	8.8	3.8	140	1346	8.6	12.7	137	368	9.2	3.5	146	277	8.5	2.6	136
POPULAR HOT RODDING	2498	**59	1.3	2.4	87	*195	1.2	7.8	84	**51	1.3	2.0	85	**26	0.8	1.0	54
POPULAR MECHANICS	5887	239	5.3	4.1	150	525	3.4	8.9	96	*153	3.8	2.6	109	*154	4.7	2.6	135
POPULAR SCIENCE	4317	266	5.9	6.2	228	530	3.4	12.3	132	*222	5.5	5.1	215	*141	4.3	3.3	169
PREVENTION	5792	*192	4.2	3.3	123	500	3.2	8.6	92	*139	3.5	2.4	100	*110	3.4	1.9	98
PSYCHOLOGY TODAY	3284	*115	2.5	3.5	130	335	2.1	10.2	109	*226	0.6	0.8	33	**120	3.7	3.7	189
READER'S DIGEST	40046	1242	27.4	3.1	115	3719	23.8	9.3	99	1146	28.5	2.9	120	940	29.0	2.3	121
REDBOOK	9584	283	6.2	3.0	109	1156	7.4	12.1	129	*190	4.7	2.0	83	*174	5.4	1.8	94
ROAD & TRACK	2590	*127	2.8	4.9	181	479	3.1	18.5	198	**155	3.9	6.0	250	**49	1.5	1.9	98
ROLLING STONE	3302	*77	1.7	2.3	86	627	4.0	19.0	203	*89	2.2	2.7	113	*41	1.3	1.2	64
RUNNER'S WORLD	1229	*47	1.0	3.8	141	*193	1.2	15.7	168	*58	1.4	4.7	197	*57	1.8	4.6	240
SATURDAY EVENING POST	2110	*71	1.6	3.4	124	*255	1.6	12.1	129	*40	1.0	1.9	79	*54	1.7	2.6	132
SCIENCE 84	1543	**79	1.7	5.1	189	*207	1.3	13.4	144	**63	1.6	4.1	171	**63	1.9	4.1	211
SCIENCE DIGEST	1747	**73	1.6	4.2	155	**133	0.8	7.6	82	*45	1.1	2.6	108	*54	1.7	3.1	160
SCIENTIFIC AMERICAN	1994	*148	3.3	7.4	275	324	2.1	16.2	174	*131	3.3	6.6	274	*117	3.6	5.9	303
SELF	3119	*81	1.8	2.6	96	479	3.1	15.4	165	*99	2.5	3.2	133	*37	1.1	1.2	61
SEVENTEEN	3923	**92	2.0	2.3	87	539	3.4	13.7	147	*45	1.1	1.1	48	*19	0.6	0.5	25
SKI	1501	**60	1.3	4.0	148	*177	1.1	11.8	126	*46	1.1	3.1	128	*33	1.0	2.2	114
SMITHSONIAN	5976	289	6.4	4.8	179	736	4.7	12.3	132	348	8.7	5.8	243	222	6.8	3.7	192
SOAP OPERA DIGEST	4228	*42	0.9	1.0	37	355	2.3	8.4	90	*32	0.8	0.8	32	*57	1.8	1.3	70
SOUTHERN LIVING	6488	*153	3.4	2.4	87	825	5.3	12.7	136	*142	3.5	2.2	91	*138	4.3	2.1	110
SPORT	3500	**196	4.3	5.6	207	*293	1.9	8.4	90	*129	3.2	3.7	154	*118	3.6	3.4	174
THE SPORTING NEWS	2456	**128	2.8	5.2	193	*136	0.9	5.5	55	*35	0.9	1.4	60	*116	3.6	4.7	244
SPORTS AFIELD	3648	*110	2.4	3.0	112	324	2.1	8.9	95	*153	3.8	4.2	175	*64	2.0	1.8	91
SPORTS ILLUSTRATED	14484	563	12.4	3.9	144	1578	10.1	10.9	117	480	12.0	3.3	138	391	12.0	2.7	140
STAR	12661	*202	4.5	1.6	59	1104	7.1	8.7	93	*208	5.2	1.6	69	*191	5.9	1.5	78
SUNDAY	52799	1927	42.5	3.6	135	4941	31.6	9.4	100	1522	37.9	2.9	120	1323	40.8	2.5	130
SUNSET	3513	*117	2.6	3.3	123	733	4.7	20.9	224	*192	4.8	5.5	228	*109	3.4	3.1	160
TV GUIDE	42766	1055	23.3	2.5	91	4344	27.7	10.2	109	929	23.1	2.2	91	786	24.2	1.8	95
TENNIS	1254	**35	0.8	2.8	103	*213	1.4	17.0	182	*25	0.6	2.0	83	*6	0.2	0.5	25
TIME	22054	823	18.2	3.7	138	2756	17.6	12.5	134	903	22.5	4.1	171	656	20.2	3.0	154
TOWN & COUNTRY	1555	**68	1.5	4.4	162	*219	1.4	14.1	151	*47	1.2	3.0	126	*65	2.0	4.2	216
TRAVEL & LEISURE	2173	*148	3.3	6.8	252	325	2.1	15.0	160	*127	3.2	5.8	244	*108	3.3	5.0	257
TRUE STORY	4636	**79	1.7	1.7	63	422	2.7	9.1	98	*57	1.4	1.2	51	*33	1.0	0.7	37
U.S. NEWS & WORLD REPORT	10353	368	8.1	3.6	131	1080	6.9	10.4	112	448	11.2	4.3	181	290	8.9	2.8	145
USA TODAY	4994	206	4.5	4.1	153	585	3.7	11.7	125	305	7.6	6.1	255	*162	5.0	3.2	168
US	3528	**78	1.7	2.2	82	481	3.1	13.6	146	*83	2.1	2.4	98	*45	1.4	1.3	66
VOGUE	5424	*113	2.5	2.1	77	635	4.1	11.7	125	*137	3.4	2.5	106	*98	3.0	1.8	93
MALL STREET JOURNAL	6292	315	6.9	5.0	185	869	5.6	13.8	148	501	12.5	8.0	333	345	10.6	5.5	283
WEIGHT WATCHERS	2762	*35	0.8	1.3	47	299	1.9	10.8	116	*93	2.3	3.4	141	*34	1.0	1.2	64
WOMAN'S DAY	16320	432	9.5	2.6	98	1653	10.6	10.1	109	411	10.2	2.5	105	326	10.0	2.0	103
WORKING MOTHER	1496	*83	1.8	5.5	205	*194	1.2	13.0	139	*40	1.0	2.7	112	*23	0.7	1.5	79
WORKING WOMAN	1851	*67	1.5	3.6	134	*229	1.5	12.4	133	*129	3.2	7.0	291	*65	2.0	3.5	182
WORLD TENNIS	580	*30	0.7	5.2	191	*108	0.7	18.6	199	*6	0.1	1.0	43	*3	0.1	0.5	27
ZIFF-DAVIS MAG NETWK (GROSS)	12412	392	8.6	3.2	117	1352	8.6	10.9	117	482	12.0	3.9	162	348	10.7	2.8	145
BLAIR INSERTS	91671	3126	68.9	3.4	126	8974	57.3	9.8	105	2854	71.1	3.1	130	2322	71.6	2.5	131
DAILY NEWSPAPERS																	
READ ANY	109190	3516	77.5	3.2	119	9976	63.7	9.1	98	2943	73.3	2.7	113	2377	73.3	2.2	113
READ ONE	89587	2763	60.9	3.1	114	8263	52.8	9.2	99	2229	55.5	2.5	104	1930	59.5	2.2	111
READ TWO OR MORE	19602	753	16.6	3.8	142	1713	10.9	8.7	94	713	17.8	3.6	152	447	13.8	2.3	118
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3624	79.9	3.3	122	10755	68.7	9.8	105	3214	80.0	2.9	122	2505	77.2	2.3	118
READ ONE	95074	3003	66.2	3.2	117	9218	58.9	9.7	104	2586	64.4	2.7	114	2185	67.3	2.3	119
READ TWO OR MORE	14588	620	13.7	4.3	157	1537	9.8	10.5	113	628	15.6	4.3	180	319	9.8	2.2	113
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.34				32.31				32.30				32.65			
30 DAY REACH	149706	4084	90.1	2.7	101	14693	93.8	9.8	105	3646	90.8	2.4	102	2948	90.8	2.0	102
50 SHWG - 30 DAY AV FREQ	15.16	16.63				16.84				17.07				17.01			
30 DAY REACH	142406	3992	88.0	2.8	104	14159	90.4	9.9	107	3466	86.3	2.4	102	2823	87.0	2.0	102
25 SHWG - 30 DAY AV FREQ	8.23	9.25				8.87				8.94				9.25			
30 DAY REACH	131152	3600	79.4	2.7	102	13414	85.7	10.2	110	3318	82.6	2.5	106	2644	81.5	2.0	104
CABLE TV: HOME WIRED	66879	1821	40.2	2.7	101	6994	44.7	10.5	112	1827	45.5	2.7	114	1291	39.8	1.9	100
HOME NOT WIRED	100848	2713	59.8	2.7	100	8663	55.3	8.6	92	2188	54.5	2.2	91	1954	60.2	1.9	100
HAVE PAY CABLE	35024	1110	24.5	3.2	117	4210	26.9	12.0	129	1229	30.6	3.5	147	799	24.6	2.3	118

	TOTAL U.S. '000	OLD FASHIONED				PINA COLADA				RUM & COKE				SCOTCH & SODA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS
TOTAL ADULTS	167727	3690	100.0	2.2	100	15025	100.0	9.0	100	16085	100.0	9.6	100	6223	100.0	3.7	100
MALES	79263	1698	46.0	2.1	97	4605	30.6	5.8	65	8063	50.1	10.2	106	3571	57.4	4.5	121
FEMALES	88464	1992	54.0	2.3	102	10420	69.4	11.8	131	8021	49.9	9.1	95	2651	42.6	3.0	81
18 - 24	28671	*450	12.2	1.6	71	3852	25.6	13.4	150	4954	30.8	17.3	180	1012	16.3	3.5	95
25 - 34	39536	833	22.6	2.1	96	4696	31.3	11.9	133	5439	33.8	13.8	143	1557	25.0	3.9	106
35 - 44	28978	645	17.5	2.2	101	2482	16.5	8.6	96	2627	16.3	9.1	95	1073	17.2	3.7	100
45 - 54	22345	508	13.8	2.3	103	1723	11.5	7.7	86	1375	8.5	6.2	64	958	15.4	4.3	116
55 - 64	22224	636	17.2	2.9	130	1296	8.6	5.8	65	986	6.1	4.4	46	826	13.3	3.7	100
65 OR OLDER	25973	618	16.7	2.4	108	977	6.5	3.8	42	704	4.4	2.7	28	797	12.8	3.1	83
18 - 34	68207	1283	34.8	1.9	86	8548	56.9	12.5	140	10393	64.6	15.2	159	2569	41.3	3.8	102
18 - 49	108058	2139	58.0	2.0	90	11948	79.5	11.1	123	13907	86.5	12.9	134	4132	66.4	3.8	103
25 - 54	90859	1986	53.8	2.2	99	8901	59.2	9.8	109	9441	58.7	10.4	108	3588	57.7	3.9	106
35 - 49	39851	856	23.2	2.1	98	3401	22.6	8.5	95	3514	21.8	8.8	92	1563	25.1	3.9	106
50 OR OLDER	59669	1551	42.0	2.6	118	3077	20.5	5.2	58	2178	13.5	3.7	38	2091	33.6	3.5	94
GRADUATED COLLEGE	28091	886	24.0	3.2	143	2716	18.1	9.7	108	2895	18.0	10.3	107	1756	28.2	6.3	168
ATTENDED COLLEGE	28938	634	17.2	2.2	100	3664	24.4	12.7	141	3831	23.8	13.2	138	1337	21.5	4.6	125
GRADUATED HIGH SCHOOL	65503	1604	43.5	2.4	111	6447	42.9	9.8	110	6469	40.2	9.9	103	2113	34.0	3.2	87
DID NOT GRADUATE HIGH SCHOOL	45195	*566	15.3	1.3	57	2198	14.6	4.9	54	2890	18.0	6.4	67	1018	16.4	2.3	61
EMPLOYED MALES	56429	1161	31.5	2.1	94	3436	22.9	6.1	68	6250	38.9	11.1	115	2802	45.0	5.0	134
EMPLOYED FEMALES	43971	1248	33.8	2.8	129	6617	44.0	15.0	168	4943	30.7	11.2	117	1482	23.8	3.4	91
EMPLOYED FULL-TIME	87773	2260	61.2	2.6	117	8481	56.4	9.7	108	9543	59.3	10.9	113	3710	59.6	4.2	114
EMPLOYED PART-TIME	12627	**149	4.0	1.2	54	1572	10.5	12.4	139	1649	10.3	13.1	136	*574	9.2	4.5	123
NOT EMPLOYED	67327	1281	34.7	1.9	86	4972	33.1	7.4	82	4892	30.4	7.3	76	1939	31.2	2.9	78
PROFESSIONAL/MANAGER	25845	849	23.0	3.3	149	2218	14.8	8.6	96	2463	15.3	9.5	99	1769	28.4	6.8	184
TECH/CLERICAL/SALES	30895	767	20.8	2.5	113	4147	27.6	13.4	150	4002	24.9	13.0	135	1150	18.5	3.7	100
PRECISION/CRAFT	12629	**192	5.2	1.5	69	1046	7.0	8.3	92	1388	8.6	11.0	115	*486	7.8	3.8	104
OTHER EMPLOYED	31031	601	16.2	1.9	88	2641	17.6	8.5	95	3339	20.8	10.8	112	880	14.1	2.8	76
SINGLE	35557	687	18.6	1.9	88	4006	26.7	11.3	126	5556	34.5	15.6	163	1466	23.6	4.1	111
MARRIED	103585	2450	66.4	2.4	108	8634	57.5	8.3	93	8152	50.7	7.9	82	3775	60.7	3.6	98
DIVORCED/SEPARATED/WIDOWED	28585	553	15.0	1.9	88	2385	15.9	8.3	93	2377	14.8	8.3	87	981	15.8	3.4	92
PARENTS	59295	1358	36.8	2.3	104	6193	41.2	10.4	117	6352	39.5	10.7	112	2062	33.1	3.5	94
WHITE	146081	3372	91.4	2.3	105	13184	87.7	9.0	101	13646	84.8	9.3	97	5479	88.0	3.8	101
BLACK	17974	*193	5.2	1.1	49	1444	9.6	8.0	90	2092	13.0	11.6	121	700	11.2	3.9	105
OTHER	3672	**125	3.4	3.4	155	**396	2.6	10.8	120	**347	2.2	9.4	99	**43	0.7	1.2	32
NORTHEAST-CENSUS	37005	763	20.7	2.1	94	3986	26.5	10.8	120	2860	17.8	7.7	81	1794	28.8	4.8	131
NORTH CENTRAL	42642	1732	46.9	4.1	185	3132	20.8	7.3	82	4717	29.3	11.1	115	1210	19.4	2.8	76
SOUTH	56777	641	17.4	1.1	51	5039	33.5	8.9	99	4662	29.0	8.2	86	1938	31.1	3.4	92
WEST	31303	*554	15.0	1.8	80	2869	19.1	9.2	102	3846	23.9	12.3	128	1281	20.6	4.1	110
NORTHEAST-MKTG.	38125	667	18.1	1.7	80	4172	27.8	10.9	122	2918	18.1	7.7	80	1829	29.4	4.8	129
EAST CENTRAL	24794	550	14.9	2.2	101	2010	13.4	8.1	90	2605	16.2	10.5	110	611	9.8	2.5	66
WEST CENTRAL	28511	1528	41.4	5.4	244	2003	13.3	7.0	78	3117	19.4	10.9	114	965	15.5	3.4	91
SOUTH	48953	*499	13.5	1.0	46	4315	28.7	8.8	98	4097	25.5	8.4	87	1722	27.7	3.5	95
PACIFIC	27344	*446	12.1	1.6	74	2526	16.8	9.2	103	3348	20.8	12.2	128	1096	17.6	4.0	108
COUNTY SIZE A	69301	1701	46.1	2.5	112	7087	47.2	10.2	114	7349	45.7	10.6	111	3245	52.1	4.7	126
COUNTY SIZE B	50633	889	24.1	1.8	80	4777	31.8	9.4	105	4650	28.9	9.2	96	1820	29.2	3.6	97
COUNTY SIZE C	26259	670	18.2	2.6	116	2108	14.0	8.0	90	2564	15.9	9.8	102	836	13.4	3.2	86
COUNTY SIZE D	21534	*429	11.6	2.0	91	1053	7.0	4.9	55	1522	9.5	7.1	74	*322	5.2	1.5	40
METRO CENTRAL CITY	50014	1084	29.4	2.2	99	4891	32.6	9.8	109	5373	33.4	10.7	112	2334	37.5	4.7	126
METRO SUBURBAN	76832	1970	53.4	2.6	117	7477	49.8	9.7	109	7507	46.7	9.8	102	3130	50.3	4.1	110
NON METRO	40881	636	17.2	1.6	71	2657	17.7	6.5	73	3204	19.9	7.8	82	758	12.2	1.9	50
TOP 5 ADI'S	39550	865	23.4	2.2	99	4067	27.1	10.3	115	4082	25.4	10.3	108	1862	29.9	4.7	127
TOP 10 ADI'S	54877	1080	29.3	2.0	89	5418	36.1	9.9	110	5354	33.3	9.8	102	2568	41.3	4.7	126
TOP 20 ADI'S	77516	1576	42.7	2.0	92	7280	48.5	9.4	105	7967	49.5	10.3	107	3461	55.6	4.5	120
HSGLD INC. \$50,000 OR MORE	17257	*497	13.5	2.9	131	1747	11.6	10.1	113	1454	9.0	8.4	88	928	14.9	5.4	145
\$40,000 OR MORE	33235	866	23.5	2.6	118	3456	23.0	10.4	116	2956	18.4	8.9	93	1798	28.9	5.4	146
\$30,000 OR MORE	59693	1682	45.6	2.8	128	6484	43.2	10.9	121	5794	36.0	9.7	101	2948	47.4	4.9	133
\$25,000 OR MORE	76275	2060	55.8	2.7	123	8161	54.3	10.7	119	7496	46.6	9.8	102	3608	58.0	4.7	127
\$20,000 - \$24,999	18607	*448	12.1	2.4	109	1595	10.6	8.6	96	1967	12.2	10.6	110	831	13.4	4.5	120
\$15,000 - \$19,999	17175	*331	9.0	1.9	88	1490	9.9	8.7	97	1858	11.6	10.8	113	654	10.5	3.8	103
\$10,000 - \$14,999	24569	*333	9.0	1.4	62	1997	13.3	8.1	91	2332	14.5	9.5	99	536	8.6	2.2	59
UNDER \$10,000	31101	518	14.0	1.7	76	1783	11.9	5.7	64	2432	15.1	7.8	82	594	9.5	1.9	51
HOUSEHOLD OF 1 PERSON	19441	403	10.9	2.1	94	1274	8.5	6.6	73	1541	9.6	7.9	83	821	13.2	4.2	114
2 PEOPLE	51803	1267	34.3	2.4	111	3931	26.2	7.6	85	4227	26.3	8.2	85	2036	32.7	3.9	106
3 OR 4 PEOPLE	66933	1462	39.6	2.2	99	7051	46.9	10.5	118	6845	42.6	10.2	107	2290	36.8	3.4	92
5 OR MORE PEOPLE	29550	*558	15.1	1.9	86	2768	18.4	9.4	105	3472	21.6	11.7	123	1076	17.3	3.6	98
NO CHILD IN HSHLD	96587	2126	57.6	2.2	100	7574	50.4	7.8	88	8119	50.5	8.4	88	3734	60.0	3.9	104
CHILD(REN) UNDER 2 YRS	10844	**214	5.8	2.0	90	1160	7.7	10.7	119	1376	8.6	12.7	132	*379	6.1	3.5	94
2 - 5 YEARS	26358	*482	13.1	1.8	83	2778	18.5	10.5	118	3467	21.6	13.2	137	922	14.8	3.5	94
6 - 11 YEARS	30453	623	16.9	2.0	93	3135	20.9	10.3	115	3414	21.2	11.2	117	860	13.8	2.8	76
12 - 17 YEARS	36575	823	22.3	2.3	102	3591	23.9	9.8	110	3712	23.1	10.1	106	1463	23.5	4.0	108
RESIDENCE OWNED	117770	2835	76.8	2.4	109	9951	66.2	8.4	94	9187	57.1	7.8	81	4350	69.9	3.7	100
VALUE: \$50,000 OR MORE	70166	1919	52.0	2.7	124	6683	44.5	9.5	106	5797	36.0	8.3	86	3115	50.1	4.4	120
VALUE: UNDER \$50,000	47604	917	24.9	1.9	88	3269	21.8	6.9	77	3390	21.1	7.1	74	1235	19.8	2.6	70

		TOTAL U.S. '000	OLD FASHIONED				PINA COLADA				RUM & COKE				SCOTCH & SODA			
			A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS		167727	3690	100.0	2.2	100	15025	100.0	9.0	100	16085	100.0	9.6	100	6223	100.0	3.7	100
MAGAZINES	QUINTILE 1	34022	1010	27.4	3.0	135	4031	26.8	11.8	132	4435	27.6	13.0	136	1798	28.9	5.3	142
	QUINTILE 2	34800	897	24.3	2.6	117	3769	25.1	10.8	121	3539	22.0	10.2	106	1335	21.5	3.8	103
	QUINTILE 3	30514	649	17.6	2.1	97	2671	17.8	8.8	98	2740	17.0	9.0	94	963	15.5	3.2	85
	QUINTILE 4	33324	619	16.8	1.9	84	2533	16.9	7.6	85	3198	19.9	9.6	100	1186	19.1	3.6	96
	QUINTILE 5	35066	*516	14.0	1.5	67	2020	13.4	5.8	64	2173	13.5	6.2	65	941	15.1	2.7	72
NEWSPAPERS	QUINTILE 1	29107	780	21.1	2.7	122	2881	19.2	9.9	110	2888	18.0	9.9	103	1648	26.5	5.7	153
	QUINTILE 2	49095	1151	31.2	2.3	107	4370	29.1	8.9	99	4431	27.5	9.0	94	1947	31.3	4.0	107
	QUINTILE 3	23107	*443	12.0	1.9	87	2355	15.7	10.2	114	2565	15.9	11.1	116	837	13.5	3.6	99
	QUINTILE 4	33556	816	22.1	2.4	111	3297	21.9	9.8	110	3432	21.3	10.2	107	810	13.0	2.4	65
	QUINTILE 5	32863	*500	13.6	1.5	69	2122	14.1	6.5	72	2769	17.2	8.4	88	981	15.8	3.0	80
OUTDOOR	QUINTILE 1	33431	897	24.3	2.7	122	3602	24.0	10.8	120	4029	25.0	12.1	126	1460	23.5	4.4	118
	QUINTILE 2	33478	896	24.3	2.7	122	3327	22.1	9.9	111	3765	23.4	11.2	117	1247	20.0	3.7	100
	QUINTILE 3	33574	801	21.7	2.4	108	3139	20.9	9.3	104	2929	18.2	8.7	91	968	15.6	2.9	78
	QUINTILE 4	33935	585	15.9	1.7	78	2856	19.0	8.4	94	2952	18.4	8.7	91	1258	20.2	3.7	100
	QUINTILE 5	33310	511	13.8	1.5	70	2101	14.0	6.3	70	2409	15.0	7.2	75	1289	20.7	3.9	104
RADIO-DRIVE TIME	QUINTILE 1	33136	744	20.2	2.2	102	3390	22.6	10.2	114	3554	22.1	10.7	112	1386	22.3	4.2	113
	QUINTILE 2	31658	887	24.0	2.8	127	2823	18.8	8.9	100	3263	20.3	10.3	107	1353	21.7	4.3	115
	QUINTILE 3	32541	646	17.5	2.0	90	3217	21.4	9.9	110	3141	19.5	9.7	101	1325	21.3	4.1	110
	QUINTILE 4	34247	814	22.1	2.4	108	3043	20.3	8.9	99	3676	22.9	10.7	112	1223	19.7	3.6	96
	QUINTILE 5	36144	599	16.2	1.7	75	2553	17.0	7.1	79	2451	15.2	6.8	71	936	15.0	2.6	70
RADIO-MID- DAY	TERCILE 1	45037	1092	29.6	2.4	110	4463	29.7	9.9	111	4659	29.0	10.3	108	1730	27.8	3.8	104
	TERCILE 2	44819	971	26.3	2.2	98	4148	27.6	9.3	103	4455	27.7	9.9	104	1655	26.6	3.7	100
	TERCILE 3	77872	1627	44.1	2.1	95	6414	42.7	8.2	92	6971	43.3	9.0	93	2838	45.6	3.6	98
RADIO-TOTAL	QUINTILE 1	33763	818	22.2	2.4	110	3587	23.9	10.6	119	3586	22.3	10.6	111	1351	21.7	4.0	108
	QUINTILE 2	33240	733	19.9	2.2	100	3113	20.7	9.4	105	3485	21.7	10.5	109	1183	19.0	3.6	96
	QUINTILE 3	33408	724	19.6	2.2	99	3044	20.3	9.1	102	3617	22.5	10.8	113	1439	23.1	4.3	116
	QUINTILE 4	34792	802	21.7	2.3	105	3250	21.6	9.3	104	3256	20.2	9.4	98	1278	20.5	3.7	99
	QUINTILE 5	32524	614	16.6	1.9	86	2032	13.5	6.2	70	2141	13.3	6.6	69	972	15.6	3.0	81
TV-PRIME TIME	QUINTILE 1	33090	929	25.2	2.8	128	2573	17.1	7.8	87	2845	17.7	8.6	90	1089	17.5	3.3	89
	QUINTILE 2	33357	864	23.4	2.6	118	3088	20.6	9.3	103	3549	22.1	10.6	111	1327	21.3	4.0	107
	QUINTILE 3	33980	708	19.2	2.1	95	3473	23.1	10.2	114	3463	21.5	10.2	106	1163	18.7	3.4	92
	QUINTILE 4	33854	558	15.1	1.6	75	3130	20.8	9.2	103	3009	18.7	8.9	93	1498	21.1	4.4	119
	QUINTILE 5	33444	631	17.1	1.9	86	2761	18.4	8.3	92	3218	20.0	9.6	100	1146	18.4	3.4	92
TV-DAYTIME	TERCILE 1	49121	890	24.1	1.8	82	3746	24.9	7.6	85	4745	29.5	9.7	101	1386	22.3	2.8	76
	TERCILE 2	48823	1003	27.2	2.1	93	5410	36.0	11.1	124	5093	31.7	10.4	109	1996	32.1	4.1	110
	TERCILE 3	69782	1797	48.7	2.6	117	5869	39.1	8.4	94	6247	38.8	9.0	93	2841	45.7	4.1	110
TV-TOTAL	QUINTILE 1	33584	879	23.8	2.6	119	2501	16.6	7.4	83	3289	20.4	9.8	102	1055	17.0	3.1	85
	QUINTILE 2	33441	722	19.6	2.2	98	2853	19.0	8.5	95	2866	17.8	8.6	89	1279	20.6	3.8	103
	QUINTILE 3	33505	780	21.1	2.3	106	3031	20.2	9.0	101	3465	21.5	10.3	108	1420	22.8	4.2	114
	QUINTILE 4	33466	692	18.8	2.1	94	3585	23.9	10.7	120	3448	21.4	10.3	107	1372	22.0	4.1	110
	QUINTILE 5	33731	616	16.7	1.8	83	3055	20.3	9.1	101	3016	18.8	8.9	93	1096	17.6	3.2	88
MAGAZINES-NEWSPAPERS: DUAL		44503	1306	35.4	2.9	133	4822	32.1	10.8	121	4846	30.1	10.9	114	2279	36.6	5.1	138
MAGAZINE IMPERATIVE		39363	858	23.3	2.2	99	4308	28.7	10.9	122	4630	28.8	11.8	123	1183	19.0	3.0	81
NEWSPAPER IMPERATIVE		46441	836	22.7	1.8	82	3578	23.8	7.7	86	3678	22.9	7.9	83	1765	28.4	3.8	102
MAGAZINES-OUTDOOR: DUAL		33726	1028	27.9	3.0	139	4034	26.8	12.0	134	4255	26.5	12.6	132	1510	24.3	4.5	121
MAGAZINE IMPERATIVE		52846	1204	32.6	2.3	104	5186	34.5	9.8	110	5081	31.6	9.6	100	2185	35.1	4.1	111
OUTDOOR IMPERATIVE		52140	1066	28.9	2.0	93	4314	28.7	8.3	92	4949	30.8	9.5	99	1670	26.8	3.2	86
MAGAZINES-RADIO: DUAL		37081	843	22.8	2.3	103	4410	29.4	11.9	133	4324	26.9	11.7	122	1594	25.6	4.3	116
MAGAZINE IMPERATIVE		49747	1404	38.0	2.8	128	4883	32.5	9.8	110	5053	31.4	10.2	106	2056	33.0	4.1	111
RADIO IMPERATIVE		49208	1097	29.7	2.2	101	3843	25.6	7.8	87	4636	28.8	9.4	98	1621	26.0	3.3	89
MAGAZINES-TELEVISION: DUAL		33103	1043	28.3	3.2	143	3183	21.2	9.6	107	3459	21.5	10.4	109	1416	22.8	4.3	115
MAGAZINE IMPERATIVE		54575	1327	36.0	2.4	111	6304	42.0	11.6	129	6133	38.1	11.2	117	2281	36.7	4.2	113
TELEVISION IMPERATIVE		53249	903	24.5	1.7	77	3572	23.8	6.7	75	4243	26.4	8.0	83	1608	25.8	3.0	81
NEWSPAPERS-OUTDOOR: DUAL		36255	888	24.1	2.4	111	3854	25.7	10.6	119	3724	23.2	10.3	107	1636	26.3	4.5	122
NEWSPAPER IMPERATIVE		55591	1237	33.5	2.2	101	4585	30.5	8.2	92	4889	30.4	8.8	92	2555	41.1	4.6	124
OUTDOOR IMPERATIVE		48319	1209	32.8	2.5	114	4777	31.8	9.9	110	5550	34.5	11.5	120	1496	24.0	3.1	83
NEWSPAPERS-RADIO: DUAL		37242	1018	27.6	2.7	124	3516	23.4	9.4	105	3980	24.7	10.7	111	1725	27.7	4.6	125
NEWSPAPER IMPERATIVE		54423	1209	32.8	2.2	101	5142	34.2	9.4	105	4920	30.6	9.0	94	2392	38.4	4.4	118
RADIO IMPERATIVE		46650	878	23.8	1.9	86	4616	30.7	9.9	110	5063	31.5	10.9	113	1452	23.3	3.1	84
NEWSPAPERS-TELEVISION: DUAL		35974	900	24.4	2.5	114	3076	20.5	8.6	95	3351	20.8	9.3	97	1594	25.6	4.4	119
NEWSPAPER IMPERATIVE		56095	1308	35.4	2.3	106	5750	38.3	10.3	114	5662	35.2	10.1	105	2512	40.4	4.5	121
TELEVISION IMPERATIVE		47170	1030	27.9	2.2	99	3675	24.5	7.8	87	4622	28.7	9.8	102	1261	20.3	2.7	72
OUTDOOR-RADIO: DUAL		33748	867	23.5	2.6	117	3700	24.6	11.0	122	3640	22.6	10.8	112	1223	19.7	3.6	98
OUTDOOR IMPERATIVE		52785	1362	36.9	2.6	117	4893	32.6	9.3	103	5598	34.8	10.6	111	2035	32.7	3.9	104
RADIO IMPERATIVE		52882	1100	29.8	2.1	95	4699	31.3	8.9	99	5174	32.2	9.8	102	2069	33.2	3.9	

	TOTAL U.S. '000	OLD FASHIONED				PINA COLADA				RUM & COKE				SCOTCH & SODA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	3690	100.0	2.2	100	15025	100.0	9.0	100	16085	100.0	9.6	100	6223	100.0	3.7	100
ATLANTIC MONTHLY	867	**61	1.7	7.0	320	**34	0.2	3.9	44	**75	0.5	8.7	90	**59	0.9	6.8	183
BARRON'S	1580	**111	3.0	7.0	319	*180	1.2	11.4	127	*206	1.3	13.0	136	**142	2.3	9.0	242
BETTER HOMES & GARDENS	22203	684	18.5	3.1	140	2800	18.6	12.6	141	2134	13.3	9.6	100	715	11.5	3.2	87
BON APPETIT	3810	*147	4.0	3.9	175	450	3.0	11.8	132	303	1.9	8.0	83	266	4.3	7.0	188
BUSINESS WEEK	4663	**163	4.4	3.5	159	457	3.0	9.8	109	418	2.6	9.0	93	220	3.5	4.7	127
CAR AND DRIVER	3102	**128	3.5	4.1	188	*140	0.9	4.5	50	430	2.7	13.9	145	*188	3.0	6.1	163
CBS MAGAZINE NETWORK (GROSS)	7311	*197	5.3	2.7	122	563	3.7	7.7	86	1006	6.3	13.8	143	492	7.9	6.7	181
CHANGING TIMES	3400	*144	3.9	4.2	193	368	2.4	10.8	121	419	2.6	12.3	129	*265	4.3	7.8	210
COLONIAL HOMES	1796	**60	1.6	3.3	152	353	2.3	19.7	219	*157	1.0	8.7	91	**61	1.0	3.4	92
CONDE NAST MAG. PKG. (GROSS)	19924	360	9.8	1.8	82	3659	24.4	18.4	205	2506	15.6	12.6	131	833	13.4	4.2	113
CONSUMERS DIGEST	3125	**94	2.5	3.0	137	260	1.7	8.3	93	*325	2.0	10.4	108	*206	3.3	6.6	178
COSMOPOLITAN	10577	*265	7.2	2.5	114	1678	11.2	15.9	177	1387	8.6	13.1	137	471	7.6	4.5	120
COUNTRY LIVING	3746	*154	4.2	4.1	187	614	4.1	16.4	183	446	2.8	11.9	124	*94	1.5	2.5	68
CUISINE	2214	**142	3.8	6.4	292	251	1.7	11.3	127	*274	1.7	12.4	129	*123	2.0	5.6	150
CYCLE WORLD	2394	**34	0.9	1.4	65	*116	0.8	4.8	54	308	1.9	12.9	134	**67	1.1	2.8	75
DCI:CREATIVE IDEAS FOR LIV	3068	**103	2.8	3.4	153	416	2.8	13.6	151	338	2.1	11.0	115	**55	0.9	1.8	48
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	262	7.1	2.7	125	1375	9.2	14.4	141	929	5.8	9.7	101	378	6.1	4.0	107
DISCOVER	2277	**46	1.2	2.0	92	311	2.1	13.7	152	362	2.3	15.9	166	*132	2.1	5.8	156
EBONY	7187	**82	2.2	1.1	52	676	4.5	9.4	105	1057	6.6	14.7	153	403	6.5	5.6	151
ESQUIRE	2560	**66	1.8	2.6	117	*233	1.6	9.1	102	255	1.6	10.0	104	*113	1.8	4.4	119
ESSENCE	3242	**38	1.0	1.2	53	382	2.5	11.8	132	546	3.4	16.8	176	*175	2.8	5.4	145
FAMILY CIRCLE	19639	454	12.3	2.3	105	2436	16.2	12.4	138	1734	10.8	8.8	92	675	10.8	3.4	93
THE FAMILY HANDYMAN	3540	*188	5.1	5.3	241	410	2.7	11.6	129	435	2.7	12.3	128	*178	2.9	5.0	136
FAMILY WEEKLY	23924	545	14.8	2.3	104	1964	13.1	8.2	92	2298	14.3	9.6	100	686	11.0	2.9	77
FIELD & STREAM	9883	291	7.9	2.9	134	745	5.0	7.5	84	1103	6.9	11.2	116	384	6.2	3.9	105
FOOD & WINE	1030	**65	1.8	6.3	287	*139	0.9	13.5	151	**149	0.9	14.5	151	**75	1.2	7.3	196
FORBES	2679	*139	3.8	5.2	236	251	1.7	9.4	105	*319	2.0	11.9	124	*212	3.4	7.9	213
FORTUNE	2931	**162	4.4	5.5	251	315	2.1	10.7	120	327	2.0	11.2	116	*235	3.8	8.0	216
GENTLEMEN'S QUARTERLY	3481	**59	1.6	1.7	77	631	4.2	18.1	202	715	4.4	20.5	214	*289	4.6	8.3	224
GLAMOUR	7163	**161	4.4	2.2	102	1403	9.3	19.6	219	902	5.6	12.6	131	*315	5.1	4.4	119
GOLF DIGEST	2355	*108	2.9	4.6	208	*212	1.4	9.0	100	*231	1.4	9.8	102	201	3.2	8.5	230
GOLF DIGEST/TENNIS (GROSS)	3610	*129	3.5	3.6	162	361	2.4	10.0	112	361	2.2	10.0	104	246	4.0	6.8	184
GOLF MAGAZINE	2046	**78	2.1	3.8	173	*119	0.8	5.8	65	*188	1.2	9.2	96	*117	1.9	5.7	154
GOLF MAGAZINE/SKI (GROSS)	3547	*114	3.1	3.2	146	272	1.8	7.7	86	398	2.5	11.2	117	216	3.5	6.1	164
GOOD HOUSEKEEPING	20353	679	18.4	3.3	152	2718	18.1	13.4	149	2043	12.7	10.0	105	714	11.5	3.5	95
HARPER'S BAZAAR	3362	**87	2.4	2.6	118	524	3.5	15.6	174	294	1.8	8.7	91	*132	2.1	3.9	106
HEALTH	2987	**127	3.4	4.3	193	360	2.4	12.1	135	*301	1.9	10.1	105	*111	1.8	3.7	100
HEARST MAG CORP. BUY (GROSS)	67928	2048	55.5	3.0	137	9125	60.7	13.4	150	7583	47.1	11.2	116	2748	44.2	4.0	109
HEARST MAN POWER (GROSS)	11282	383	10.4	3.4	154	933	6.2	8.3	92	1384	8.6	12.3	128	444	7.1	3.9	106
HEARST WOMAN POWER (GROSS)	40514	1123	30.4	2.8	126	5685	37.8	14.0	157	4455	27.7	11.0	115	1626	26.1	4.0	108
HOUSE BEAUTIFUL	4885	*173	4.7	3.5	161	719	4.8	14.7	164	563	3.5	11.5	120	286	4.6	5.9	158
INC.	1308	**82	2.2	6.3	285	*120	0.8	9.2	102	*243	1.5	18.6	194	*143	2.3	10.9	295
JET	6498	**86	2.3	1.3	60	667	4.4	10.3	115	1049	6.5	16.1	168	333	5.4	5.1	138
LADIES' HOME JOURNAL	14797	448	12.1	3.0	138	2019	13.4	13.6	152	1364	8.5	9.2	96	534	8.6	3.6	97
LHJ FAMILY GRP COMBO(GROSS)	21743	721	19.5	3.3	151	3128	20.8	14.4	161	2243	13.9	10.3	108	797	12.8	3.7	99
LIFE	9881	283	7.7	2.9	130	999	6.6	10.1	113	1269	7.9	12.8	134	546	8.8	5.5	149
L.A. TIMES HOME MAGAZINE	2775	**87	2.4	3.1	143	*249	1.7	9.0	100	374	2.3	13.5	141	215	3.5	7.7	209
MADAMOISELLE	4219	**84	2.3	2.0	90	771	5.1	18.3	204	497	3.1	11.8	123	*223	3.6	5.3	142
MC CALL'S	16422	518	14.0	3.2	143	2123	14.1	12.9	144	1789	11.1	10.9	114	550	8.8	3.3	90
MC CALL'S/WRK MOTHER (GROSS)	17919	561	15.2	3.1	142	2289	15.2	12.8	143	2010	12.5	11.2	117	637	10.2	3.6	96
MECHANIX ILLUSTRATED	4433	*113	3.1	2.5	116	333	2.2	7.5	84	413	2.6	9.3	97	*168	2.7	3.8	102
METROPOLITAN HOME	1504	**64	1.7	4.3	193	*195	1.3	13.0	145	*148	0.9	9.8	103	*113	1.8	7.5	203
MONEY	4723	*192	5.2	4.1	185	558	3.7	11.8	132	541	3.4	11.5	119	289	4.6	6.1	165
MOTHER EARTH NEWS	2325	**47	1.3	2.0	92	292	1.9	12.6	140	371	2.3	16.0	166	**64	1.0	2.8	74
MS.	1189	**21	0.6	1.8	80	*221	1.5	18.6	207	*217	1.3	18.3	190	*86	1.4	7.2	195
NATIONAL ENQUIRER	18892	282	7.6	1.5	68	1864	12.4	9.9	110	2035	12.7	10.8	112	508	8.2	2.7	72
NATIONAL GEOGRAPHIC	22129	790	21.4	3.6	162	2463	16.4	11.1	124	2292	14.2	10.4	108	1196	19.2	5.4	146
NATIONAL SUNDAY MAGAZINE PKG	103750	2633	71.4	2.5	115	9899	65.9	9.5	107	10576	65.8	10.2	106	4239	68.1	4.1	110
NATURAL HISTORY	1379	**39	1.1	2.8	129	*102	0.7	7.4	83	*186	1.2	13.5	141	*70	1.1	5.1	137
NEW WOMAN	2289	**71	1.9	3.1	141	300	2.0	13.1	146	386	2.4	16.9	176	*54	0.9	2.4	64
NEW YORK INCLUDING CUE	1088	**20	0.5	1.8	84	*129	0.9	11.9	132	*136	0.8	12.5	130	*73	1.2	6.7	181
THE NEW YORKER	2459	*91	2.5	3.7	168	287	1.9	11.7	130	260	1.6	10.6	110	*174	2.8	7.1	191
NEWSWEEK	16527	401	10.9	2.4	110	1691	11.3	10.2	114	1744	10.8	10.6	110	846	13.6	5.1	138
THE N.Y. TIMES DAILY EDITION	2739	*78	2.1	2.8	129	250	1.7	9.1	102	*121	0.8	4.4	46	246	4.0	9.0	242
THE N.Y. TIMES MAGAZINE	4443	*143	3.9	3.2	146	505	3.4	11.4	127	318	2.0	7.2	75	369	5.9	8.3	224
OMNI	2799	**87	2.4	3.1	141	346	2.3	12.4	138	431	2.7	15.4	161	*145	2.3	5.2	140
ON CABLE	2209	**55	1.5	2.5	113	*217	1.4	9.8	110	*297	1.8	13.4	140	*128	2.1	5.8	156
1001 HOME IDEAS	3959	**146	4.0	3.7	168	749	5.0	18.9	211	578	3.6	14.6	152	*152	2.4	3.8	103
ORGANIC GARDENING	3111	**103	2.8	3.3	150	296	2.0	9.5	106	277	1.7	8.9	93	*162	2.6	5.2	140
OUTDOOR LIFE	5024	*161	4.4	3.2	146	306	2.0	6.1	68	570	3.5	11.3	118	*183	2.9	3.6	98
PARADE MAGAZINE	51292	986	26.7	1.9	87	5071	33.8	9.9	110	5226	32.5	10.2	106	2175	35.0	4.2	114

	TOTAL U.S. '000	OLD FASHIONED				PINA COLADA				RUM & COKE				SCOTCH & SODA			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	3690	100.0	2.2	100	15025	100.0	9.0	100	16085	100.0	9.6	100	6223	100.0	3.7	100
PARENTS	5298	**111	3.0	2.1	95	786	5.2	14.8	166	751	4.7	14.2	148	*212	3.4	4.0	108
PENTHOUSE	5129	**93	2.5	1.8	82	512	3.4	10.0	111	934	5.8	18.2	190	*252	4.0	4.9	132
PEOPLE	21070	537	14.6	2.5	116	2622	17.5	12.4	139	2808	17.5	13.3	139	929	14.9	4.4	119
PLAYBOY	10562	247	6.7	2.3	106	1012	6.7	9.6	107	1753	10.9	16.6	173	462	7.4	4.4	118
POPULAR HOT RODDING	2498	**115	3.1	4.6	209	*210	1.4	8.4	94	416	2.6	16.7	174	**124	2.0	5.0	134
POPULAR MECHANICS	5887	*159	4.3	2.7	123	415	2.8	7.0	79	632	3.9	10.7	112	227	3.6	3.9	104
POPULAR SCIENCE	4317	*262	7.1	6.1	276	289	1.9	6.7	75	457	2.8	10.6	110	*249	4.0	5.8	155
PREVENTION	5792	*112	3.0	1.9	88	566	3.8	9.8	109	439	2.7	7.6	79	*160	2.6	2.8	74
PSYCHOLOGY TODAY	3284	**53	1.4	1.6	73	436	2.9	13.3	148	459	2.9	14.0	146	*187	3.0	5.7	153
READER'S DIGEST	40046	1065	28.9	2.7	121	3956	26.3	9.9	110	3777	23.5	9.4	98	1370	22.0	3.4	92
REDBOOK	9584	*179	4.9	1.9	85	1288	8.6	13.4	150	1025	6.4	10.7	112	441	7.1	4.6	124
ROAD & TRACK	2590	**106	2.9	4.1	186	*213	1.4	8.2	92	307	1.9	11.9	124	*123	2.0	4.7	128
ROLLING STONE	3302	**31	0.8	0.9	43	358	2.4	10.8	121	694	4.3	21.0	219	**177	2.8	5.4	144
RUNNER'S WORLD	1229	**35	0.9	2.8	129	*153	1.0	12.4	139	*191	1.2	15.5	162	**40	0.6	3.3	88
SATURDAY EVENING POST	2110	*81	2.2	3.8	174	*237	1.6	11.2	125	322	2.0	15.3	159	**87	1.4	4.1	111
SCIENCE 84	1543	**65	1.8	4.2	191	*180	1.2	11.7	130	*256	1.6	16.6	173	**80	1.3	5.2	140
SCIENCE DIGEST	1747	**68	1.8	3.9	177	*173	1.2	9.9	111	*295	1.8	16.9	176	**65	1.0	3.7	100
SCIENTIFIC AMERICAN	1994	**103	2.8	5.2	235	302	2.0	15.1	169	285	1.8	14.3	149	**112	1.8	5.6	151
SELF	3119	**61	1.7	2.0	89	582	3.9	18.7	208	462	2.9	14.8	154	**148	2.4	4.7	128
SEVENTEEN	3923	**56	1.5	1.4	65	486	3.2	12.4	138	527	3.3	13.4	140	**74	1.2	1.9	51
SKI	1501	**35	0.9	2.3	106	*154	1.0	10.3	115	*210	1.3	14.0	146	*99	1.6	6.6	178
SMITHSONIAN	5976	193	5.2	3.2	147	556	3.7	9.3	104	730	4.5	12.2	127	310	5.0	5.2	140
SOAP OPERA DIGEST	4228	**36	1.0	0.9	39	599	4.0	14.2	158	631	3.9	14.9	156	**135	2.2	3.2	86
SOUTHERN LIVING	6488	*158	4.3	2.4	111	959	6.4	14.8	165	591	3.7	9.1	95	323	5.2	5.0	134
SPORT	3500	**47	1.3	1.3	61	*272	1.8	7.8	87	313	1.9	8.9	93	*186	3.0	5.3	143
THE SPORTING NEWS	2456	**50	1.4	2.0	93	*215	1.4	8.8	98	333	2.1	13.6	141	**101	1.6	4.1	111
SPORTS AFIELD	3648	*156	4.2	4.3	194	345	2.3	9.5	106	457	2.8	12.5	131	*152	2.4	4.2	112
SPORTS ILLUSTRATED	14484	300	8.1	2.1	94	1268	8.4	8.8	98	1863	11.6	12.9	134	661	10.6	4.6	123
STAR	12661	*199	5.4	1.6	71	1230	8.2	9.7	108	1456	9.1	11.5	120	441	7.1	3.5	94
SUNDAY	52799	1441	39.1	2.7	124	5318	35.4	10.1	112	5460	33.9	10.3	108	2274	36.5	4.3	116
SUNSET	3513	*120	3.3	3.4	155	421	2.8	12.0	134	430	2.7	12.2	128	*194	3.1	5.5	149
TV GUIDE	42766	769	20.8	1.8	82	4248	28.3	9.9	111	4872	30.3	11.4	119	1499	24.1	3.5	94
TENNIS	1254	**21	0.6	1.7	76	*149	1.0	11.9	133	**130	0.8	10.4	108	**45	0.7	3.6	97
TIME	22054	487	13.2	2.2	100	2424	16.1	11.0	123	2605	16.2	11.8	123	1207	19.4	5.5	148
TOWN & COUNTRY	1555	**52	1.4	3.3	152	*201	1.3	12.9	144	*162	1.0	10.4	109	**69	1.1	4.4	120
TRAVEL & LEISURE	2173	*97	2.6	4.5	203	226	1.5	10.4	116	*241	1.5	11.1	116	*154	2.5	7.1	191
TRUE STORY	4636	**66	1.8	1.4	65	382	2.5	8.2	92	681	4.2	14.7	153	**93	1.5	2.0	54
U.S. NEWS & WORLD REPORT	10353	288	7.8	2.8	126	870	5.8	8.4	94	969	6.0	9.4	98	533	8.6	5.1	139
USA TODAY	4994	*96	2.6	1.9	87	501	3.3	10.0	112	546	3.4	10.9	114	287	4.6	5.7	155
US	3528	**98	2.7	2.8	126	457	3.0	13.0	145	591	3.7	16.8	175	*210	3.4	6.0	160
VOGUE	5424	**53	1.4	1.0	44	904	6.0	16.7	186	646	4.0	11.9	124	*147	2.4	2.7	73
MALL STREET JOURNAL	6292	228	6.2	3.6	165	435	2.9	6.9	77	633	3.9	10.1	105	483	7.8	7.7	207
WEIGHT WATCHERS	2762	**69	1.9	2.5	114	466	3.1	16.9	188	343	2.1	12.4	129	**56	0.9	2.0	55
WOMAN'S DAY	16320	445	12.1	2.7	124	2052	13.7	12.6	140	1625	10.1	10.0	104	611	9.8	3.7	101
WORKING MOTHER	1496	**43	1.2	2.9	131	*167	1.1	11.2	125	*220	1.4	14.7	153	**87	1.4	5.8	157
WORKING WOMAN	1851	**64	1.7	3.5	157	*270	1.8	14.6	163	*236	1.5	12.7	133	**77	1.2	4.2	112
WORLD TENNIS	580	**11	0.3	1.9	86	**67	0.4	11.6	129	**89	0.6	15.3	160	**27	0.4	4.7	125
ZIFF-DAVIS MAG NETWK (GROSS)	12412	408	11.1	3.3	149	1084	7.2	8.7	97	1857	11.5	15.0	156	798	12.8	6.4	173
BLAIR INSERTS	91671	2330	63.1	2.5	116	9036	60.1	9.9	110	9410	58.5	10.3	107	4015	64.5	4.4	118
DAILY NEWSPAPERS																	
READ ANY	109190	2489	67.5	2.3	104	10059	66.9	9.2	103	10490	65.2	9.6	100	4584	73.7	4.2	113
READ ONE	89587	1983	53.7	2.2	101	8245	54.9	9.2	103	8568	53.3	9.6	100	3538	56.9	3.9	106
READ TWO OR MORE	19602	506	13.7	2.6	117	1814	12.1	9.3	103	1921	11.9	9.8	102	1047	16.8	5.3	144
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	2715	73.6	2.5	113	10474	69.7	9.6	107	11007	68.4	10.0	105	4542	73.0	4.1	112
READ ONE	95074	2347	63.6	2.5	112	9077	60.4	9.5	107	9525	59.2	10.0	104	3703	59.5	3.9	105
READ TWO OR MORE	14588	367	9.9	2.5	114	1397	9.3	9.6	107	1482	9.2	10.2	106	839	13.5	5.8	155
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.82				32.23				34.60				31.10			
30 DAY REACH	149706	3405	92.3	2.3	103	13924	92.7	9.3	104	14713	91.5	9.8	102	5454	87.6	3.6	98
50 SHWG - 30 DAY AV FREQ	15.16	17.10				16.81				17.88				16.24			
30 DAY REACH	142406	3271	88.6	2.3	104	13374	89.0	9.4	105	14257	88.6	10.0	104	5231	84.1	3.7	99
25 SHWG - 30 DAY AV FREQ	8.23	8.95				9.00				9.57				8.96			
30 DAY REACH	131152	3142	85.1	2.4	109	12516	83.3	9.5	107	13323	82.8	10.2	106	4766	76.6	3.6	98
CABLE TV: HOME WIRED	66879	1688	45.7	2.5	115	6911	46.0	10.3	115	7080	44.0	10.6	110	2846	45.7	4.3	115
HOME NOT WIRED	100848	2002	54.3	2.0	90	8114	54.0	8.0	90	9005	56.0	8.9	93	3376	54.3	3.3	90
HAVE PAY CABLE	35024	1040	28.2	3.0	135	4191	27.9	12.0	134	4028	25.0	11.5	120	1464	23.5	4.2	113

	TOTAL U.S. '000	SCREMDRIVER				SOMBRERO				7 & 7				TEQUILA SUNRISE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	17787	100.0	10.6	100	1900	100.0	1.1	100	12424	100.0	7.4	100	6525	100.0	3.9	100
MALES	79263	7752	43.6	9.8	92	769	40.5	1.0	86	6595	53.1	8.3	112	3144	48.2	4.0	102
FEMALES	88464	10035	56.4	11.3	107	1131	59.5	1.3	113	5829	46.9	6.6	89	3381	51.8	3.8	98
18 - 24	28671	5308	29.8	18.5	175	*449	23.6	1.6	138	3507	28.2	12.2	165	2397	36.7	8.4	215
25 - 34	39536	5281	29.7	13.4	126	529	27.8	1.3	118	4228	34.0	10.7	144	2181	33.4	5.5	142
35 - 44	28978	2748	15.4	9.5	89	*329	17.3	1.1	100	2162	17.4	7.5	101	1077	16.5	3.7	96
45 - 54	22345	1864	10.5	8.3	79	*251	13.2	1.1	99	1241	10.0	5.6	75	*323	5.0	1.4	37
55 - 64	22224	1747	9.8	7.9	74	**224	11.8	1.0	89	777	6.3	3.5	47	*402	6.2	1.8	46
65 OR OLDER	25973	840	4.7	3.2	30	**118	6.2	0.5	40	510	4.1	2.0	27	**145	2.2	0.6	14
18 - 34	68207	10588	59.5	15.5	146	978	51.5	1.4	127	7734	62.3	11.3	153	4578	70.2	6.7	173
18 - 49	108058	14223	80.0	13.2	124	1423	74.9	1.3	116	10546	84.9	9.8	132	5807	89.0	5.4	138
25 - 54	90859	9892	55.6	10.9	103	1109	58.4	1.2	108	7631	61.4	8.4	113	3581	54.9	3.9	101
35 - 49	39851	3634	20.4	9.1	86	*445	23.4	1.1	99	2812	22.6	7.1	95	1229	18.8	3.1	79
50 OR OLDER	59669	3565	20.0	6.0	56	477	25.1	0.8	71	1878	15.1	3.1	42	718	11.0	1.2	31
GRADUATED COLLEGE	28091	3047	17.1	10.8	102	*445	23.4	1.6	140	2372	19.1	8.4	114	893	13.7	3.2	82
ATTENDED COLLEGE	28938	4165	23.4	14.4	136	*510	26.8	1.8	156	2822	22.7	9.8	132	1565	24.0	5.4	139
GRADUATED HIGH SCHOOL	65503	7879	44.3	12.0	113	658	34.6	1.0	89	5362	43.2	8.2	111	2822	43.2	4.3	111
DID NOT GRADUATE HIGH SCHOOL	45195	2697	15.2	6.0	56	**287	15.1	0.6	56	1868	15.0	4.1	56	1245	19.1	2.8	71
EMPLOYED MALES	56429	5998	33.7	10.6	100	632	33.3	1.1	99	5373	43.2	9.5	129	2312	35.4	4.1	105
EMPLOYED FEMALES	43971	6187	34.8	14.1	133	769	40.5	1.7	154	3839	30.9	8.7	118	1968	30.2	4.5	115
EMPLOYED FULL-TIME	87773	10087	56.7	11.5	108	1158	60.9	1.3	116	7952	64.0	9.1	122	3539	54.2	4.0	104
EMPLOYED PART-TIME	12627	2098	11.8	16.6	157	**243	12.8	1.9	170	1259	10.1	10.0	135	740	11.3	5.9	151
NOT EMPLOYED	67327	5602	31.5	8.3	78	499	26.3	0.7	65	3212	25.9	4.8	64	2246	34.4	3.3	86
PROFESSIONAL/MANAGER	25845	2895	16.3	11.2	106	*352	18.5	1.4	120	2071	16.7	8.0	108	626	9.6	2.4	62
TECH/CLERICAL/SALES	30895	4548	25.6	14.7	139	533	28.1	1.7	152	3233	26.0	10.5	141	1372	21.0	4.4	114
PRECISION/CRAFT	12629	1411	7.9	11.2	105	**206	10.8	1.6	144	1225	9.9	9.7	131	819	12.6	6.5	167
OTHER EMPLOYED	31031	3330	18.7	10.7	101	*310	16.3	1.0	88	2682	21.6	8.6	117	1463	22.4	4.7	121
SINGLE	35557	5679	31.9	16.0	151	*536	28.2	1.5	133	3913	31.5	11.0	149	2240	34.3	6.3	162
MARRIED	103585	9653	54.3	9.3	88	1043	54.9	1.0	89	7118	57.3	6.9	93	3075	47.1	3.0	76
DIVORCED/SEPARATED/WIDOWED	28585	2455	13.8	8.6	81	*321	16.9	1.1	99	1393	11.2	4.9	66	1211	18.6	4.2	109
PARENTS	59295	6633	37.3	11.2	105	681	35.8	1.1	101	5022	40.4	8.5	114	2719	41.7	4.6	118
WHITE	146081	16424	92.3	11.2	106	1811	95.3	1.2	109	11650	93.8	8.0	108	5723	87.7	3.9	101
BLACK	17974	1019	5.7	5.7	53	**54	2.8	0.3	27	522	4.2	2.9	39	614	9.4	3.4	88
OTHER	3672	**344	1.9	9.4	88	*35	1.8	1.0	84	**252	2.0	6.9	93	**188	2.9	5.1	132
NORTHEAST-CENSUS	37005	4038	22.7	10.9	103	1402	73.8	3.8	334	2545	20.5	6.9	93	826	12.7	2.2	57
NORTH CENTRAL	42642	5445	30.6	12.8	120	**146	7.7	0.3	30	4353	35.0	10.2	138	1421	21.8	3.3	86
SOUTH	56777	4150	23.3	7.3	69	**151	7.9	0.3	23	2381	19.2	4.2	57	2009	30.8	3.5	91
WEST	31303	4155	23.4	13.3	125	**202	10.6	0.6	57	3146	25.3	10.1	136	2269	34.8	7.2	186
NORTHEAST-MKTG.	38125	3943	22.2	10.3	98	1434	75.5	3.8	332	2408	19.4	6.3	85	658	10.1	1.7	44
EAST CENTRAL	24794	2825	15.9	11.4	107	**60	3.2	0.2	21	2635	21.2	10.6	143	923	14.1	3.7	96
WEST CENTRAL	28511	3752	21.1	13.2	124	**113	5.9	0.4	35	2503	20.1	8.8	119	977	15.0	3.4	88
SOUTH	48953	3457	19.4	7.1	67	**98	5.2	0.2	18	2019	16.3	4.1	56	1882	28.8	3.8	99
PACIFIC	27344	3810	21.4	13.9	131	**196	10.3	0.7	63	2859	23.0	10.5	141	2087	32.0	7.6	196
COUNTY SIZE A	69301	7899	44.4	11.4	107	787	41.4	1.1	100	5778	46.5	8.3	113	2901	44.5	4.2	108
COUNTY SIZE B	50633	5508	31.0	10.9	103	784	41.3	1.5	137	3744	30.1	7.4	100	1878	28.8	3.7	95
COUNTY SIZE C	26259	2672	15.0	10.2	96	**288	15.2	1.1	97	1748	14.1	6.7	90	1101	16.9	4.2	108
COUNTY SIZE D	21534	1708	9.6	7.9	75	**42	2.2	0.2	17	1153	9.3	5.4	72	646	9.9	3.0	77
METRO CENTRAL CITY	50014	5224	29.4	10.4	98	*429	22.6	0.9	76	3434	27.6	6.9	93	2331	35.7	4.7	120
METRO SUBURBAN	76832	8941	50.3	11.6	110	1139	59.9	1.5	131	6665	53.6	8.7	117	2843	43.6	3.7	95
NON METRO	40881	3623	20.4	8.9	84	*332	17.5	0.8	72	2325	18.7	5.7	77	1352	20.7	3.3	85
TOP 5 ADI'S	39550	4429	24.9	11.2	106	*485	25.5	1.2	108	3450	27.8	8.7	118	1581	24.2	4.0	103
TOP 10 ADI'S	54877	5523	31.4	10.2	96	889	46.8	1.6	143	4386	35.3	8.0	108	2028	31.1	3.7	95
TOP 20 ADI'S	77516	8527	47.9	11.0	104	964	50.7	1.2	110	6315	50.8	8.1	110	2986	45.8	3.9	99
HSHLD INC. \$50,000 OR MORE	17257	1781	10.0	10.3	97	*256	13.5	1.5	131	1332	10.7	7.7	104	*546	8.4	3.2	81
\$40,000 OR MORE	33235	3891	21.9	11.7	110	551	29.0	1.7	146	2789	22.4	8.4	113	1039	15.9	3.1	80
\$30,000 OR MORE	59693	7304	41.1	12.2	115	862	45.4	1.4	127	5058	40.7	8.5	114	2006	30.7	3.4	86
\$25,000 OR MORE	76275	9644	54.2	12.6	119	1083	57.0	1.4	125	6444	51.9	8.4	114	2726	41.8	3.6	92
\$20,000 - \$24,999	18607	1976	11.1	10.6	100	**183	9.6	1.0	87	1657	13.3	8.9	120	909	13.9	4.9	126
\$15,000 - \$19,999	17175	1899	10.7	11.1	104	*315	16.6	1.8	162	1411	11.4	8.2	111	854	13.1	5.0	128
\$10,000 - \$14,999	24569	2315	13.0	9.4	89	**182	9.6	0.7	65	1553	12.5	6.3	85	1087	16.7	4.4	114
UNDER \$10,000	31101	1954	11.0	6.3	59	**138	7.3	0.4	39	1360	10.9	4.4	59	949	14.5	3.1	78
HOUSEHOLD OF 1 PERSON	19441	1620	9.1	8.3	79	*210	11.1	1.1	95	989	8.0	5.1	69	564	8.6	2.9	75
2 PEOPLE	51803	4609	25.9	8.9	84	473	24.9	0.9	81	3128	25.2	6.0	82	1496	22.9	2.9	74
3 OR 4 PEOPLE	66933	7965	44.8	11.9	112	791	41.6	1.2	104	5956	47.9	8.9	120	2808	43.0	4.2	108
5 OR MORE PEOPLE	29550	3593	20.2	12.2	115	**427	22.5	1.4	128	2352	18.9	8.0	107	1657	25.4	5.6	144
NO CHILD IN HSHLD	96587	9353	52.6	9.7	91	1091	57.4	1.1	100	6441	51.8	6.7	90	3007	46.1	3.1	80
CHILD(REN) UNDER 2 YRS	10844	1214	6.8	11.2	106	**133	7.0	1.2	108	1171	9.4	10.8	146	686	10.5	6.3	163
2 - 5 YEARS	26358	3129	17.6	11.9	112	*296	15.6	1.1	99	2286	18.4	8.7	117	1595	24.4	6.1	156
6 - 11 YEARS	30453	3131	17.6	10.3	97	*362	19.1	1.2	105	2349	18.9	7.7	104	1648	25.3	5.4	139
12 - 17 YEARS	36575	4245	23.9	11.6	109	*404	21.3	1.1	98	2802	22.6	7.7	103	1525	23.4	4.2	107
RESIDENCE OWNED	117770	11456	64.4	9.7	92	1211	63.7	1.0	91	7852	63.2	6.7	90	3391	52.0	2.9	74
VALUE: \$50,000 OR MORE	70166	7612	42.8	10.8	102	983	51.7	1.4	124	5117	41.2	7.3	98	1947	29.8	2.8	71
VALUE: UNDER \$50,000	47604	3844	21.6	8.1	76	**228	12.0	0.5	42	2734	22.0	5.7	78	1444	22.1	3.0	78

		TOTAL U.S. '000	SCREMDRIVER				SOMBRERO				7 & 7				TEQUILA SUNRISE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	17787	100.0	10.6	100	1900	100.0	1.1	100	12424	100.0	7.4	100	6525	100.0	3.9	100
MAGAZINES	QUINTILE 1	34022	4837	27.2	14.2	134	*514	27.1	1.5	133	3285	26.4	9.7	130	1807	27.7	5.3	137
	QUINTILE 2	34800	4268	24.0	12.3	116	*401	21.1	1.2	102	2697	21.7	7.8	105	1487	22.8	4.3	110
	QUINTILE 3	30514	3324	18.7	10.9	103	*411	21.6	1.3	119	2306	18.6	7.6	102	1007	15.4	3.3	85
	QUINTILE 4	33324	3141	17.7	9.4	89	*334	17.6	1.0	88	2376	19.1	7.1	96	1245	19.1	3.7	96
	QUINTILE 5	35066	2217	12.5	6.3	60	*241	12.7	0.7	61	1759	14.2	5.0	68	979	15.0	2.8	72
NEWSPAPERS	QUINTILE 1	29107	3293	18.5	11.3	107	*546	28.7	1.9	166	2230	17.9	7.7	103	892	13.7	3.1	79
	QUINTILE 2	49095	5277	29.7	10.7	101	596	31.4	1.2	107	3529	28.4	7.2	97	1679	25.7	3.4	88
	QUINTILE 3	23107	2677	15.1	11.6	109	**155	8.2	0.7	59	2176	17.5	9.4	127	821	12.6	3.6	91
	QUINTILE 4	33556	3895	21.9	11.6	109	*381	20.1	1.1	100	2440	19.6	7.3	98	1611	24.7	4.8	123
	QUINTILE 5	32863	2645	14.9	8.0	76	**222	11.7	0.7	60	2049	16.5	6.2	84	1523	23.3	4.6	119
OUTDOOR	QUINTILE 1	33431	4777	26.9	14.3	135	678	35.7	2.0	179	3074	24.7	9.2	124	1799	27.6	5.4	138
	QUINTILE 2	33478	3628	20.4	10.8	102	*306	16.1	0.9	81	2761	22.2	8.2	111	1318	20.2	3.9	101
	QUINTILE 3	33574	3470	19.5	10.3	97	*291	15.3	0.9	77	2527	20.3	7.5	102	1249	19.1	3.7	96
	QUINTILE 4	33935	3116	17.5	9.2	87	*320	16.8	0.9	83	2398	19.3	7.1	95	1256	19.2	3.7	95
	QUINTILE 5	33310	2796	15.7	8.4	79	*305	16.1	0.9	81	1664	13.4	5.0	67	903	13.8	2.7	70
RADIO-DRIVE TIME	QUINTILE 1	33136	3844	21.6	11.6	109	*440	23.2	1.3	117	2662	21.4	8.0	108	1274	19.5	3.8	99
	QUINTILE 2	31658	3581	20.1	11.3	107	*376	19.8	1.2	105	2369	19.1	7.5	101	1316	20.2	4.2	107
	QUINTILE 3	32541	3946	22.2	12.1	114	550	28.9	1.7	149	3028	24.4	9.3	126	1356	20.8	4.0	107
	QUINTILE 4	34247	3457	19.4	10.1	95	*207	10.9	0.6	53	2663	21.4	7.8	105	1406	21.5	4.1	106
	QUINTILE 5	36144	2959	16.6	8.2	77	*327	17.2	0.9	80	1702	13.7	4.7	64	1173	18.0	3.2	83
RADIO-MID- DAY	TERCILE 1	45037	4948	27.8	11.0	104	432	22.7	1.0	85	3614	29.1	8.0	108	1877	28.8	4.2	107
	TERCILE 2	44819	5269	29.6	11.8	111	620	32.6	1.4	122	3468	27.9	7.7	104	1767	27.1	3.9	101
	TERCILE 3	77872	7571	42.6	9.7	92	848	44.6	1.1	96	5342	43.0	6.9	93	2882	44.2	3.7	95
RADIO-TOTAL	QUINTILE 1	33763	4062	22.8	12.0	113	*329	17.3	1.0	86	2881	23.2	8.5	115	1484	22.7	4.4	113
	QUINTILE 2	33240	3482	19.6	10.5	99	*519	27.3	1.6	138	2637	21.2	7.9	107	1435	22.0	4.3	111
	QUINTILE 3	33408	4311	24.2	12.9	122	467	24.6	1.4	123	2501	20.1	7.5	101	1519	23.3	4.5	117
	QUINTILE 4	34792	3647	20.5	10.5	99	*305	16.1	0.9	77	2717	21.9	7.8	105	1168	17.9	3.4	86
	QUINTILE 5	32524	2285	12.8	7.0	66	*280	14.7	0.9	76	1689	13.6	5.2	70	920	14.1	2.8	73
TV-PRIME TIME	QUINTILE 1	33090	3041	17.1	9.2	87	**256	13.5	0.8	68	2112	17.0	6.4	86	1150	17.6	3.5	89
	QUINTILE 2	33357	3894	21.9	11.7	110	557	29.3	1.7	147	2795	22.5	8.4	113	1416	21.7	4.2	109
	QUINTILE 3	33980	3832	21.5	11.3	106	*504	26.5	1.5	131	2746	22.1	8.1	109	1352	20.7	4.0	102
	QUINTILE 4	33854	3679	20.7	10.9	102	*360	18.9	1.1	94	2483	20.0	7.3	99	1235	18.9	3.6	94
	QUINTILE 5	33444	3341	18.8	10.0	94	*224	11.8	0.7	59	2288	18.4	6.8	92	1374	21.1	4.1	106
TV-DAYTIME	TERCILE 1	49121	4804	27.0	9.8	92	*359	18.9	0.7	65	2704	21.8	5.5	74	1812	27.8	3.7	95
	TERCILE 2	48823	5242	29.5	10.7	101	664	34.9	1.4	120	4003	32.2	8.2	111	1954	29.9	4.0	103
	TERCILE 3	69782	7741	43.5	11.1	105	877	46.2	1.3	111	5717	46.0	8.2	111	2759	42.3	4.0	102
TV-TOTAL	QUINTILE 1	33584	3194	18.0	9.5	90	**241	12.7	0.7	63	1926	15.5	5.7	77	1434	22.0	4.3	110
	QUINTILE 2	33441	3367	18.9	10.1	95	*338	17.8	1.0	89	2281	18.4	6.8	92	1086	16.6	3.2	83
	QUINTILE 3	33505	3530	19.8	10.5	99	*482	25.4	1.4	127	2813	22.6	8.4	113	1201	18.4	3.6	92
	QUINTILE 4	33466	3956	22.2	11.8	111	*455	23.9	1.4	120	3004	24.2	9.0	121	1257	19.3	3.8	97
	QUINTILE 5	33731	3741	21.0	11.1	105	*385	20.3	1.1	101	2400	19.3	7.1	96	1548	23.7	4.6	118
MAGAZINES-NEWSPAPERS: DUAL		44503	5707	32.1	12.8	121	718	37.8	1.6	142	3947	31.8	8.9	120	1743	26.7	3.9	101
MAGAZINE IMPERATIVE		39363	5194	29.2	13.2	124	*359	18.9	0.9	81	3279	26.4	8.3	112	2089	32.0	5.3	136
NEWSPAPER IMPERATIVE		46441	4216	23.7	9.1	86	*456	24.0	1.0	87	2953	23.8	6.4	86	1245	19.1	2.7	69
MAGAZINES-OUTDOOR: DUAL		33726	5250	29.5	15.6	147	*433	22.8	1.3	113	3280	26.4	9.7	131	1729	26.5	5.1	132
MAGAZINE IMPERATIVE		52846	5638	31.7	10.7	101	642	33.8	1.2	107	3881	31.2	7.3	99	2106	32.3	4.0	102
OUTDOOR IMPERATIVE		52140	4870	27.4	9.3	88	678	35.7	1.3	115	3839	30.9	7.4	99	1946	29.8	3.7	96
MAGAZINES-RADIO: DUAL		37081	4851	27.3	13.1	123	530	27.9	1.4	126	3244	26.1	8.7	118	1839	28.2	5.0	127
MAGAZINE IMPERATIVE		49747	6160	34.6	12.4	117	580	30.5	1.2	103	3888	31.3	7.8	106	2008	30.8	4.0	104
RADIO IMPERATIVE		49208	4979	28.0	10.1	95	545	28.7	1.1	98	3637	29.3	7.4	100	1924	29.5	3.9	101
MAGAZINES-TELEVISION: DUAL		33103	4127	23.2	12.5	118	*345	18.2	1.0	92	2610	21.0	7.9	106	1417	21.7	4.3	110
MAGAZINE IMPERATIVE		54575	7266	40.9	13.3	126	845	44.5	1.5	137	4934	39.7	9.0	122	2562	39.3	4.7	121
TELEVISION IMPERATIVE		53249	3981	22.4	7.5	70	*447	23.5	0.8	74	2892	23.3	5.4	73	1614	24.7	3.0	78
NEWSPAPERS-OUTDOOR: DUAL		36255	4739	26.6	13.1	123	*566	29.8	1.6	138	3069	24.7	8.5	114	1360	20.8	3.8	96
NEWSPAPER IMPERATIVE		55591	5359	30.1	9.6	91	650	34.2	1.2	103	3761	30.3	6.8	91	1663	25.5	3.0	77
OUTDOOR IMPERATIVE		48319	5437	30.6	11.3	106	528	27.8	1.1	96	4082	32.9	8.4	114	2527	38.7	5.2	134
NEWSPAPERS-RADIO: DUAL		37242	4240	23.8	11.4	107	*620	32.6	1.7	147	3226	26.0	8.7	117	1382	21.2	3.7	95
NEWSPAPER IMPERATIVE		54423	5900	33.2	10.8	102	613	32.3	1.1	99	3941	31.7	7.2	98	1692	25.9	3.1	80
RADIO IMPERATIVE		46650	5452	30.7	11.7	110	*452	23.8	1.0	86	3650	29.4	7.8	106	2405	36.9	5.2	133
NEWSPAPERS-TELEVISION: DUAL		35974	3809	21.4	10.6	100	*397	20.9	1.1	97	2586	20.8	7.2	97	1139	17.5	3.2	81
NEWSPAPER IMPERATIVE		56095	6459	36.3	11.5	109	872	45.9	1.6	137	4560	36.7	8.1	110	1925	29.5	3.4	88
TELEVISION IMPERATIVE		47170	4497	25.3	9.5	90	*340	17.9	0.7	64	3019	24.3	6.4	86	2063	31.6	4.4	112
OUTDOOR-RADIO: DUAL		33748	4521	25.4	13.4	126	*466	24.5	1.4	122	3140	25.3	9.3	126	1539	23.6	4.6	117
OUTDOOR IMPERATIVE		52785	5828	32.8	11.0	104	635	33.4	1.2	106	4125	33.2	7					

	TOTAL U.S. '000	SCREWDRIIVER				SOMBRERO				7 & 7				TEQUILA SUNRISE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	17787	100.0	10.6	100	1900	100.0	1.1	100	12424	100.0	7.4	100	6525	100.0	3.9	100
ATLANTIC MONTHLY	867	**8	0.0	0.9	9	**5	0.3	0.6	51	**35	0.3	4.0	54	**25	0.4	2.9	74
BARRON'S	1580	*211	1.2	13.4	126	**7	0.4	0.4	39	**175	1.4	11.1	150	**28	0.4	1.8	46
BETTER HOMES & GARDENS	22203	2599	14.6	11.7	110	*256	13.5	1.2	102	1550	12.5	7.0	94	883	13.5	4.0	102
BON APPETIT	3810	419	2.4	11.0	104	**24	1.3	0.6	56	*247	2.0	6.5	88	**97	1.5	2.5	65
BUSINESS WEEK	4663	377	2.1	8.1	76	**61	3.2	1.3	115	379	3.1	8.1	110	*187	2.9	4.0	103
CAR AND DRIVER	3102	418	2.4	13.5	127	**21	1.1	0.7	60	305	2.5	9.8	133	*227	3.5	7.3	188
CBS MAGAZINE NETWORK (GROSS)	7311	883	5.0	12.1	114	**120	6.3	1.6	145	700	5.6	9.6	129	419	6.4	5.7	147
CHANGING TIMES	3400	399	2.2	11.7	111	**44	2.3	1.3	114	*266	2.1	7.8	106	**139	2.1	4.1	105
COLONIAL HOMES	1796	*181	1.0	10.1	95	**29	1.5	1.6	143	*770	0.6	3.9	53	**116	1.8	6.5	166
CONDE NAST MAG. PKG. (GROSS)	19924	3409	19.2	17.1	161	531	27.9	2.7	235	1598	12.9	8.0	108	1421	21.8	7.1	183
CONSUMERS DIGEST	3125	*279	1.6	8.9	84	**56	2.9	1.8	158	*279	2.2	8.9	121	**118	1.8	3.8	97
COSMOPOLITAN	10577	1755	9.9	16.6	156	*268	14.1	2.5	224	1045	8.4	9.9	133	665	10.2	6.3	162
COUNTRY LIVING	3746	512	2.9	13.7	129	**73	3.8	1.9	172	*265	2.1	7.1	96	*235	3.6	6.3	161
CUISINE	2214	292	1.6	13.2	124	**23	1.2	1.0	92	*228	1.8	10.3	139	**103	1.6	4.7	120
CYCLE WORLD	2394	*242	1.4	10.1	95	**25	1.3	1.0	92	*256	2.1	10.7	144	**136	2.1	5.7	146
DCI:CREATIVE IDEAS FOR LIV	3068	298	1.7	9.7	92	**35	1.8	1.1	101	*269	2.2	8.8	118	**185	2.8	6.0	155
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	895	5.0	9.4	88	**57	3.0	0.6	53	512	4.1	5.4	72	*366	5.6	3.8	98
DISCOVER	2277	262	1.5	11.5	109	**44	2.3	1.9	171	*164	1.3	7.2	97	**131	2.0	5.8	148
EBONY	7187	461	2.6	6.4	60	**21	1.1	0.3	26	202	1.6	2.8	38	330	5.1	4.6	118
ESQUIRE	2560	*230	1.3	9.0	85	**24	1.3	0.9	83	**134	1.1	5.2	71	**79	1.2	3.1	79
ESSENCE	3242	244	1.4	7.5	71	**10	0.5	0.3	27	*108	0.9	3.3	45	*181	2.8	5.6	144
FAMILY CIRCLE	19639	2282	12.8	11.6	110	303	15.9	1.5	136	1428	11.5	7.3	98	700	10.7	3.6	92
THE FAMILY HANDYMAN	3540	429	2.4	12.1	114	**26	1.4	0.7	65	272	2.2	7.7	104	*155	2.4	4.4	113
FAMILY WEEKLY	23924	2620	14.7	11.0	103	297	15.6	1.2	110	2049	16.5	8.6	116	1034	15.8	4.3	111
FIELD & STREAM	9883	1170	6.6	11.8	112	**90	4.7	0.9	80	816	6.6	8.3	111	486	7.4	4.9	126
FOOD & WINE	1030	*122	0.7	11.8	112	**17	0.9	1.7	146	**133	1.1	12.9	174	**48	0.7	4.7	120
FORBES	2679	314	1.8	11.7	111	**36	1.9	1.3	119	*290	2.3	10.8	146	**136	2.1	5.1	130
FORTUNE	2931	338	1.9	11.5	109	**29	1.5	1.0	87	*285	2.3	9.7	131	**111	1.7	3.8	97
GENTLEMEN'S QUARTERLY	3481	683	3.8	19.6	185	**95	5.0	2.7	241	382	3.1	11.0	148	315	4.8	9.0	233
GLAMOUR	7163	1261	7.1	17.6	166	*225	11.8	3.1	277	734	5.9	10.2	138	515	7.9	7.2	185
GOLF DIGEST	2355	318	1.8	13.5	127	**26	1.4	1.1	97	*222	1.8	9.4	127	**80	1.2	3.4	87
GOLF DIGEST/TENNIS (GROSS)	3610	430	2.4	11.9	112	**59	3.1	1.6	144	315	2.5	8.7	118	**135	2.1	3.7	96
GOLF MAGAZINE	2046	331	1.9	16.2	153	**25	1.3	1.2	108	*161	1.3	7.9	106	**131	2.0	6.4	165
GOLF MAGAZINE/SKI (GROSS)	3547	506	2.8	14.3	135	**60	3.2	1.7	149	292	2.4	8.2	111	*238	3.6	6.7	172
GOOD HOUSEKEEPING	20353	2551	14.3	12.5	118	*278	14.6	1.4	121	1670	13.4	8.2	111	670	10.3	3.3	85
HARPER'S BAZAAR	3362	541	3.0	16.1	152	**113	5.9	3.4	297	*198	1.6	5.9	80	*215	3.3	6.4	164
HEALTH	2987	408	2.3	13.7	129	**17	0.9	0.6	50	*235	1.9	7.9	106	*171	2.6	5.7	147
HEARST MAG CORP. BUY (GROSS)	67928	9616	54.1	14.2	133	1175	61.8	1.7	153	5519	44.4	8.1	110	3379	51.8	5.0	128
HEARST MAN POWER (GROSS)	11282	1590	8.9	14.1	133	*151	7.9	1.3	113	1029	8.3	9.1	123	568	8.7	5.0	129
HEARST WOMAN POWER (GROSS)	40514	5833	32.8	14.4	136	626	32.9	1.5	136	3476	28.0	8.6	116	1919	29.4	4.7	122
HOUSE BEAUTIFUL	4885	674	3.8	13.8	130	**77	4.1	1.6	139	283	2.3	5.8	78	*245	3.8	5.0	129
INC.	1308	*220	1.2	16.8	159	**25	1.3	1.9	169	*167	1.3	12.8	172	*229	0.4	2.2	57
JET	6498	612	3.4	9.4	89	**18	0.9	0.3	24	338	2.7	5.2	70	348	5.3	5.4	138
LADIES' HOME JOURNAL	14797	1970	11.1	13.3	126	*217	11.4	1.5	129	1103	8.9	7.5	101	658	10.1	4.4	114
LHJ FAMILY GRP COMBO(GROSS)	21743	2971	16.7	13.7	129	274	14.4	1.3	111	1722	13.9	7.9	107	1097	16.8	5.0	130
LIFE	9881	1158	6.5	11.7	111	*202	10.6	2.0	180	809	6.5	8.2	111	447	6.9	4.5	116
L.A. TIMES HOME MAGAZINE	2775	415	2.3	15.0	141	*71	3.7	2.6	226	*273	2.2	9.8	133	*134	2.1	4.8	124
MADMOISELLE	4219	751	4.2	17.8	168	**92	4.8	2.2	192	*306	2.5	7.3	98	*257	3.9	6.1	157
MC CALL'S	16422	2291	12.9	14.0	132	*183	9.6	1.1	98	1246	10.0	7.6	102	763	11.7	4.6	119
MC CALL'S/MRK MOTHER (GROSS)	17919	2500	14.1	14.0	132	*201	10.6	1.1	99	1385	11.1	7.7	104	841	12.9	4.7	121
MECHANIX ILLUSTRATED	4433	394	2.2	8.9	84	**37	1.9	0.8	74	453	3.6	10.2	138	*150	2.3	3.4	87
METROPOLITAN HOME	1504	*175	1.0	11.6	110	**14	0.7	0.9	82	**118	0.9	7.8	106	**57	0.9	3.8	97
MONEY	4723	572	3.2	12.1	114	**23	1.2	0.5	43	563	4.5	11.9	161	*173	2.7	3.7	94
MOTHER EARTH NEWS	2325	399	2.2	17.2	162	**29	1.5	1.2	110	*280	2.3	12.0	163	*202	3.1	8.7	223
MS.	1189	*142	0.8	11.9	113	**10	0.5	0.8	74	**80	0.6	6.7	91	**88	1.3	7.4	190
NATIONAL ENQUIRER	18892	2409	13.5	12.8	120	*177	9.3	0.9	83	1588	12.8	8.4	113	993	15.2	5.3	135
NATIONAL GEOGRAPHIC	22129	3106	17.5	14.0	132	293	15.4	1.3	117	1745	14.0	7.9	106	1025	15.7	4.6	119
NATIONAL SUNDAY MAGAZINE PKG	103750	11851	66.6	11.4	108	1382	72.7	1.3	118	8329	67.0	8.0	108	3958	60.7	3.8	98
NATURAL HISTORY	1379	**105	0.6	7.6	72	*20	1.1	1.5	128	**88	0.7	6.4	86	**50	0.8	3.6	93
NEW WOMAN	2289	355	2.0	15.5	146	**29	1.5	1.3	112	**119	1.0	5.2	70	**110	1.7	4.8	124
NEW YORK INCLUDING CUE	1088	*99	0.6	9.1	86	**33	1.7	3.0	268	**68	0.5	6.3	84	**47	0.7	4.3	111
THE NEW YORKER	2459	294	1.7	12.0	113	*43	2.3	1.7	154	*175	1.4	7.1	96	**86	1.3	3.5	90
NEWSWEEK	16527	2000	11.2	12.1	114	*169	8.9	1.0	90	1403	11.3	8.5	115	726	11.1	4.4	113
THE N.Y. TIMES DAILY EDITION	2739	232	1.3	8.5	80	*75	3.9	2.7	242	*163	1.3	6.0	80	**30	0.5	1.1	28
THE N.Y. TIMES MAGAZINE	4443	467	2.6	10.5	99	**110	5.8	2.5	219	*238	1.9	5.4	72	**88	1.3	2.0	51
OMNI	2799	422	2.4	15.1	142	**24	1.3	0.9	76	378	3.0	13.5	182	*201	3.1	7.2	185
ON CABLE	2209	355	2.0	16.1	152	*5	0.3	0.2	20	324	2.6	14.7	198	*76	1.2	3.4	88
1001 HOME IDEAS	3959	592	3.3	15.0	141	*40	2.1	1.0	89	384	3.1	9.7	131	*268	4.1	6.8	174
ORGANIC GARDENING	3111	278	1.6	8.9	84	*34	1.8	1.1	96	*167	1.3	5.4	72	**134	2.1	4.3	111
OUTDOOR LIFE	5024	542	3.0	10.8	102	*33	1.7	0.7	58	480	3.9	9.6	129	*257	3.9	5.1	131
PARADE MAGAZINE	51292	5639	31.7	11.0	104	696	36.6	1.4	120	4205	33.8	8.2	111	1875	28.7	3.7	94

	TOTAL U.S. '000	SCREWDRIIVER				SOMBRERO				7 & 7				TEQUILA SUNRISE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	17787	100.0	10.6	100	1900	100.0	1.1	100	12424	100.0	7.4	100	6525	100.0	3.9	100
PARENTS	5298	747	4.2	14.1	133	**96	5.1	1.8	160	625	5.0	11.8	159	284	4.4	5.4	138
PENTHOUSE	5129	926	5.2	18.1	170	**92	4.8	1.8	158	675	5.4	13.2	178	399	6.1	7.8	200
PEOPLE	21070	3361	18.9	16.0	150	402	21.2	1.9	168	2314	18.6	11.0	148	1088	16.7	5.2	133
PLAYBOY	10562	1650	9.3	15.6	147	*132	6.9	1.2	110	1413	11.4	13.4	181	647	9.9	6.1	157
POPULAR HOT RODDING	2498	366	2.1	14.7	138	**18	0.9	0.7	64	297	2.4	11.9	161	*292	4.5	11.7	300
POPULAR MECHANICS	5887	781	4.4	13.3	125	**57	3.0	1.0	85	521	4.2	8.9	119	*258	4.0	4.4	113
POPULAR SCIENCE	4317	507	2.9	11.7	111	**106	5.6	2.5	217	385	3.1	8.9	120	*151	2.3	3.5	90
PREVENTION	5792	449	2.5	7.8	73	**66	3.5	1.1	101	284	2.3	4.9	66	*124	1.9	2.1	55
PSYCHOLOGY TODAY	3284	385	2.2	11.7	111	**62	3.3	1.9	167	*278	2.2	8.5	114	*142	2.2	4.3	111
READER'S DIGEST	40046	4369	24.6	10.9	103	409	21.5	1.0	90	2884	23.2	7.2	97	1283	19.7	3.2	82
REDBOOK	9584	1527	8.6	15.9	150	**80	4.2	0.8	74	762	6.1	8.0	107	583	8.9	6.1	156
ROAD & TRACK	2590	430	2.4	16.6	157	**69	3.6	2.7	235	265	2.1	10.2	138	*194	3.0	7.5	193
ROLLING STONE	3302	772	4.3	23.4	220	**74	3.9	2.2	198	467	3.8	14.1	191	313	4.8	9.5	244
RUNNER'S WORLD	1229	**95	0.5	7.7	73	**5	0.3	0.4	36	**95	0.8	7.7	104	**77	1.2	6.3	161
SATURDAY EVENING POST	2110	*201	1.1	9.5	90	**18	0.9	0.9	75	*221	1.8	10.5	141	**83	1.3	3.9	101
SCIENCE 84	1543	*200	1.1	13.0	122	**15	0.8	1.0	86	*220	1.8	14.3	192	**105	1.6	6.8	175
SCIENCE DIGEST	1747	*259	1.5	14.8	140	**22	1.2	1.3	111	*187	1.5	10.7	145	**96	1.5	5.5	141
SCIENTIFIC AMERICAN	1994	*239	1.3	12.0	113	**66	3.5	3.3	292	*210	1.7	10.5	142	**57	0.9	2.9	73
SELF	3119	600	3.4	19.2	181	**59	3.1	1.9	167	*221	1.8	7.1	96	*302	4.6	9.7	249
SEVENTEEN	3923	669	3.8	17.1	161	**89	4.7	2.3	200	*367	3.0	9.4	126	*236	3.6	6.0	155
SKI	1501	*175	1.0	11.7	110	**35	1.8	2.3	206	*130	1.0	8.7	117	**107	1.6	7.1	183
SMITHSONIAN	5976	677	3.8	11.3	107	**73	3.8	1.2	108	343	2.8	5.7	77	*198	3.0	3.3	85
SOAP OPERA DIGEST	4225	529	3.0	12.5	118	**37	1.9	0.9	77	314	2.5	7.4	100	*235	3.6	5.6	143
SOUTHERN LIVING	6488	597	3.4	9.2	87	**22	1.2	0.3	30	*243	2.0	3.7	51	*181	2.8	2.8	72
SPORT	3500	406	2.3	11.6	109	**3	0.2	0.1	8	303	2.4	8.7	117	*164	2.5	4.7	120
THE SPORTING NEWS	2456	396	2.2	16.1	152	**32	1.7	1.3	115	*200	1.6	8.1	110	*131	2.0	5.3	137
SPORTS AFIELD	3648	551	3.1	15.1	142	**71	3.7	1.9	172	322	2.6	8.8	119	*214	3.3	5.9	151
SPORTS ILLUSTRATED	14484	1822	10.2	12.6	119	*162	8.5	1.1	99	1329	10.7	9.2	124	623	9.5	4.3	111
STAR	12661	1654	9.3	13.1	123	**133	7.0	1.1	93	1184	9.5	9.4	126	587	9.0	4.6	119
SUNDAY	52799	6316	35.5	12.0	113	679	35.7	1.3	114	4297	34.6	8.1	110	1918	29.4	3.6	93
SUNSET	3513	605	3.4	17.2	162	**15	0.8	0.4	38	*192	1.5	5.5	74	*203	3.1	5.8	149
TV GUIDE	42766	5334	30.0	12.5	118	602	31.7	1.4	124	3693	29.7	8.6	117	2013	30.9	4.7	121
TENNIS	1254	**111	0.6	8.9	83	**34	1.8	2.7	239	**93	0.7	7.4	100	**54	0.8	4.3	111
TIME	22054	2765	15.5	12.5	118	317	16.7	1.4	127	1901	15.3	8.6	116	987	15.1	4.5	115
TOWN & COUNTRY	1555	*211	1.2	13.6	128	**82	4.3	5.3	466	*107	0.9	6.9	93	*57	0.9	3.7	94
TRAVEL & LEISURE	2173	308	1.7	14.2	134	**49	2.6	2.3	199	*151	1.2	6.9	94	*125	1.9	5.8	148
TRUE STORY	4636	738	4.1	15.9	150	**30	1.6	0.6	57	311	2.5	6.7	91	*270	4.1	5.8	150
U.S. NEWS & WORLD REPORT	10353	1137	6.4	11.0	104	**106	5.6	1.0	90	768	6.2	7.4	100	410	6.3	4.0	102
USA TODAY	4994	582	3.3	11.7	110	**49	2.6	1.0	87	375	3.0	7.5	101	*171	2.6	3.4	88
US	3528	733	4.1	20.8	196	**81	4.3	2.3	203	467	3.8	13.2	179	*269	4.1	7.6	196
VOGUE	5424	798	4.5	14.7	139	**156	8.2	2.9	254	338	2.7	6.2	84	347	5.3	6.4	164
WALL STREET JOURNAL	6292	599	3.4	9.5	90	**84	4.4	1.3	118	495	4.0	7.9	106	*175	2.7	2.8	71
WEIGHT WATCHERS	2762	311	1.7	11.3	106	**24	1.3	0.9	77	*256	2.1	9.3	125	**90	1.4	3.3	84
WOMAN'S DAY	16320	1801	10.1	11.0	104	*220	11.6	1.3	119	1091	8.8	6.7	90	669	10.3	4.1	105
WORKING MOTHER	1496	*209	1.2	14.0	132	**19	1.0	1.3	112	*139	1.1	9.3	125	*78	1.2	5.2	134
WORKING WOMAN	1851	*241	1.4	13.0	123	**22	1.2	1.2	105	*166	1.3	9.0	121	**44	0.7	2.4	61
WORLD TENNIS	580	**48	0.3	8.3	78	**15	0.8	2.6	228	*440	0.3	6.9	93	*22	0.3	3.8	98
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1720	9.7	13.9	131	**115	6.1	0.9	82	1033	8.3	8.3	112	805	12.3	6.5	167
BLAIR INSERTS	91671	10439	58.7	11.4	107	1296	68.2	1.4	125	7333	59.0	8.0	108	3400	52.1	3.7	95
DAILY NEWSPAPERS																	
READ ANY	109190	11866	66.7	10.9	102	1371	72.2	1.3	111	8176	65.8	7.5	101	3669	56.2	3.4	86
READ ONE	89587	9733	54.7	10.9	102	971	51.1	1.1	96	6832	55.0	7.6	103	3120	47.8	3.5	90
READ TWO OR MORE	19602	2133	12.0	10.9	103	400	21.1	2.0	180	1345	10.8	6.9	93	549	8.4	2.8	72
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	12417	69.8	11.3	107	1434	75.5	1.3	115	8613	69.3	7.9	106	4088	62.7	3.7	96
READ ONE	95074	10518	59.1	11.1	104	1200	63.2	1.3	111	7469	60.1	7.9	106	3638	55.8	3.8	98
READ TWO OR MORE	14588	1899	10.7	13.0	123	*234	12.3	1.6	142	1144	9.2	7.8	106	450	6.9	3.1	79
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	34.48				40.96				31.87				34.27			
30 DAY REACH	149706	16264	91.4	10.9	102	1733	91.2	1.2	102	11719	94.3	7.8	106	6095	93.4	4.1	105
50 SHWG - 30 DAY AV FREQ	15.16	17.98				21.01				16.66				17.88			
30 DAY REACH	142406	15623	87.8	11.0	103	1694	89.2	1.2	105	11207	90.2	7.9	106	5871	90.0	4.1	106
25 SHWG - 30 DAY AV FREQ	8.23	9.65				11.68				9.01				9.52			
30 DAY REACH	131152	14597	82.1	11.1	105	1528	80.4	1.2	103	10346	83.3	7.9	106	5526	84.7	4.2	108
CABLE TV: HOME WIRED	66879	7967	44.8	11.9	112	870	45.8	1.3	115	5816	46.8	8.7	117	2436	37.3	3.6	94
HOME NOT WIRED	100848	9820	55.2	9.7	92	1030	54.2	1.0	90	6608	53.2	6.6	88	4089	62.7	4.1	104
HAVE PAY CABLE	35024	4652	26.2	13.3	125	*388	20.4	1.1	98	3445	27.7	9.8	133	1389	21.3	4.0	102

	TOTAL U.S. '000	VODKA & TONIC				WHISKY SOUR				WINE SPRITZER							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	5911	100.0	3.5	100	12348	100.0	7.4	100	4627	100.0	2.8	100				
MALES	79263	2895	49.0	3.7	104	4945	40.0	6.2	85	1284	27.8	1.6	59				
FEMALES	88464	3016	51.0	3.4	97	7404	60.0	8.4	114	3343	72.2	3.8	137				
18 - 24	28671	1253	21.2	4.4	124	2846	23.0	9.9	135	1062	23.0	3.7	134				
25 - 34	39536	1368	23.1	3.5	98	3199	25.9	8.1	110	1705	36.8	4.3	156				
35 - 44	28978	1261	21.3	4.4	123	1810	14.7	6.2	85	736	15.9	2.5	92				
45 - 54	22345	904	15.3	4.0	115	1639	13.3	7.3	100	*414	8.9	1.9	67				
55 - 64	22224	642	10.9	2.9	82	1453	11.8	6.5	89	*402	8.7	1.8	66				
65 OR OLDER	25973	481	8.1	1.9	53	1402	11.4	5.4	73	*307	6.6	1.2	43				
18 - 34	68207	2622	44.4	3.8	109	6045	49.0	8.9	120	2767	59.8	4.1	147				
18 - 49	108058	4266	72.2	3.9	112	8670	70.2	8.0	109	3697	79.9	3.4	124				
25 - 54	90359	3534	59.8	3.9	110	6648	53.8	7.3	99	2856	61.7	3.1	114				
35 - 49	39851	1644	27.8	4.1	117	2626	21.3	6.6	90	929	20.1	2.3	85				
50 OR OLDER	59669	1645	27.8	2.8	78	3678	29.8	6.2	84	931	20.1	1.6	57				
GRADUATED COLLEGE	28091	1974	33.4	7.0	199	2450	19.8	8.7	118	1266	27.4	4.5	163				
ATTENDED COLLEGE	28938	1490	25.2	5.1	146	2832	22.9	9.8	133	1348	29.1	4.7	169				
GRADUATED HIGH SCHOOL	65503	1892	32.0	2.9	82	5240	42.4	8.0	109	1540	33.3	2.4	85				
DID NOT GRADUATE HIGH SCHOOL	45195	555	9.4	1.2	35	1826	14.8	4.0	55	*472	10.2	1.0	38				
EMPLOYED MALES	56429	2435	41.2	4.3	122	3953	32.0	7.0	95	1171	25.3	2.1	75				
EMPLOYED FEMALES	43971	2033	34.4	4.6	131	4644	37.6	10.6	143	2144	46.3	4.9	177				
EMPLOYED FULL-TIME	87773	3848	65.1	4.4	124	7072	57.3	8.1	109	2780	60.1	3.2	115				
EMPLOYED PART-TIME	12627	*620	10.5	4.9	139	1525	12.4	12.1	164	*535	11.6	4.2	154				
NOT EMPLOYED	67327	1443	24.4	2.1	61	3751	30.4	5.6	76	1313	28.4	2.0	71				
PROFESSIONAL/MANAGER	25845	1842	31.2	7.1	202	2291	18.6	8.9	120	1145	24.7	4.4	161				
TECH/CLERICAL/SALES	30895	1431	24.2	4.6	131	2927	23.7	9.5	129	1199	25.9	3.9	141				
PRECISION/CRAFT	12629	*503	8.5	4.0	113	873	7.1	6.9	94	**191	4.1	1.5	55				
OTHER EMPLOYED	31031	692	11.7	2.2	63	2507	20.3	8.1	110	779	16.8	2.5	91				
SINGLE	35557	1855	31.4	5.2	148	3251	26.3	9.1	124	1219	26.3	3.4	124				
MARRIED	103585	3210	54.3	3.1	88	7223	58.5	7.0	95	2896	62.6	2.8	101				
DIVORCED/SEPARATED/WIDOWED	28585	845	14.3	3.0	84	1874	15.2	6.6	89	513	11.1	1.8	65				
PARENTS	59295	1944	32.9	3.3	93	4618	37.4	7.8	106	1875	40.5	3.2	115				
WHITE	146081	5460	92.4	3.7	106	11364	92.0	7.8	106	4422	95.6	3.0	110				
BLACK	17974	*307	5.2	1.7	48	791	6.4	4.4	60	**155	3.3	0.9	31				
OTHER	3672	**143	2.4	3.9	111	**192	1.6	5.2	71	**50	1.1	1.4	49				
NORTHEAST-CENSUS	37005	1600	27.1	4.3	123	3992	32.3	10.8	147	1187	25.7	3.2	116				
NORTH CENTRAL	42642	1505	25.5	3.5	100	4185	33.9	9.8	133	1119	24.2	2.6	95				
SOUTH	56777	1089	18.4	1.9	54	3259	26.4	5.7	78	1136	24.6	2.0	73				
WEST	31303	1716	29.0	5.5	156	912	7.4	2.9	40	1185	25.6	3.8	137				
NORTHEAST-MKTG.	38125	1779	30.1	4.7	132	3796	30.7	10.0	135	1410	30.5	3.7	134				
EAST CENTRAL	24794	632	10.7	2.5	72	2597	21.0	10.5	142	451	9.7	1.8	66				
WEST CENTRAL	28511	1168	19.8	4.1	116	2603	21.1	9.1	124	813	17.6	2.9	103				
SOUTH	48953	775	13.1	1.6	45	2614	21.2	5.3	73	871	18.8	1.8	64				
PACIFIC	27344	1556	26.3	5.7	161	739	6.0	2.7	37	1082	23.4	4.0	143				
COUNTY SIZE A	69301	3446	58.3	5.0	141	5324	43.1	7.7	104	2339	50.6	3.4	122				
COUNTY SIZE B	50633	1640	27.7	3.2	92	3844	31.1	7.6	103	1360	29.4	2.7	97				
COUNTY SIZE C	26259	558	9.4	2.1	60	1911	15.5	7.3	99	626	13.5	2.4	86				
COUNTY SIZE D	21534	*267	4.5	1.2	35	1269	10.3	5.9	80	*302	6.5	1.4	51				
METRO CENTRAL CITY	50014	1833	31.0	3.7	104	3086	25.0	6.2	84	1427	30.8	2.9	103				
METRO SUBURBAN	76832	3386	57.3	4.4	125	6719	54.4	8.7	119	2501	54.1	3.3	118				
NON METRO	40881	692	11.7	1.7	48	2542	20.6	6.2	84	700	15.1	1.7	62				
TOP 5 ADI'S	39550	2195	37.1	5.5	157	3243	26.3	8.2	111	1541	33.3	3.9	141				
TOP 10 ADI'S	54877	2783	47.1	5.1	144	4053	32.8	7.4	100	1970	42.6	3.6	130				
TOP 20 ADI'S	77516	3596	60.8	4.6	132	5939	48.1	7.7	104	2570	55.5	3.3	120				
MSHLD INC. \$50,000 OR MORE	17257	1384	23.4	8.0	228	1436	11.6	8.3	113	896	19.4	5.2	188				
\$40,000 OR MORE	33235	2299	38.9	6.9	196	2993	24.2	9.0	122	1596	34.5	4.8	174				
\$30,000 OR MORE	59693	3474	58.8	5.8	165	5146	41.7	8.6	117	2651	57.3	4.4	161				
\$25,000 OR MORE	76275	4009	67.8	5.3	149	6504	52.7	8.5	116	3250	70.2	4.3	154				
\$20,000 - \$24,999	18607	*445	7.5	2.4	68	1565	12.7	8.4	114	*378	8.2	2.0	74				
\$15,000 - \$19,999	17175	465	7.9	2.7	77	1542	12.5	9.0	122	*263	5.7	1.5	56				
\$10,000 - \$14,999	24569	555	9.4	2.3	64	1314	10.6	5.3	73	*374	8.1	1.5	55				
UNDER \$10,000	31101	437	7.4	1.4	40	1424	11.5	4.6	62	363	7.8	1.2	42				
HOUSEHOLD OF 1 PERSON	19441	793	13.4	4.1	116	1400	11.3	7.2	98	374	8.1	1.9	70				
2 PEOPLE	51803	1685	28.5	3.3	92	3137	25.4	6.1	82	1449	31.3	2.8	101				
3 OR 4 PEOPLE	66933	2636	44.6	3.9	112	5374	43.5	8.0	109	1974	42.7	2.9	107				
5 OR MORE PEOPLE	29550	797	13.5	2.7	77	2437	19.7	8.2	112	*830	17.9	2.8	102				
NO CHILD IN MSHLD	96587	3542	59.9	3.7	104	6713	54.4	7.0	94	2557	55.3	2.6	96				
CHILD(REN) UNDER 2 YRS	10844	*256	4.3	2.4	67	772	6.3	7.1	97	**215	4.6	2.0	72				
2 - 5 YEARS	26358	658	11.1	2.5	71	2172	17.6	8.2	112	764	16.5	2.9	105				
6 - 11 YEARS	30453	740	12.5	2.4	69	2020	16.4	6.6	90	876	18.9	2.9	104				
12 - 17 YEARS	36575	1296	21.9	3.5	101	2823	22.9	7.7	105	993	21.5	2.7	98				
RESIDENCE OWNED	117770	4526	76.6	3.8	109	8687	70.4	7.4	100	3222	69.6	2.7	99				
VALUE: \$50,000 OR MORE	70166	3790	64.1	5.4	153	5738	46.5	8.2	111	2701	58.4	3.8	140				
VALUE: UNDER \$50,000	47604	736	12.5	1.5	44	2950	23.9	6.2	84	*521	11.3	1.1	40				

TYPES OF MIXED DRINKS & COCKTAILS
(ADULTS)

		TOTAL	VODKA & TONIC				WHISKY SOUR				WINE SPRITZER							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	5911	100.0	3.5	100	12348	100.0	7.4	100	4627	100.0	2.8	100				
MAGAZINES	QUINTILE 1	34022	1886	31.9	5.5	157	3405	27.6	10.0	136	1442	31.2	4.2	154				
	QUINTILE 2	34800	1620	27.4	4.7	132	3068	24.8	8.8	120	1202	26.0	3.5	125				
	QUINTILE 3	30514	868	14.7	2.8	81	2373	19.2	7.8	106	759	16.4	2.5	90				
	QUINTILE 4	33324	860	14.5	2.6	73	1973	16.0	5.9	80	728	15.7	2.2	79				
	QUINTILE 5	35066	677	11.5	1.9	55	1530	12.4	4.4	59	*497	10.7	1.4	51				
NEWSPAPERS	QUINTILE 1	29107	1485	25.1	5.1	145	2782	22.5	9.6	130	1098	23.7	3.8	137				
	QUINTILE 2	49095	1992	33.7	4.1	115	3509	28.4	7.1	97	1515	32.7	3.1	112				
	QUINTILE 3	23107	830	14.0	3.6	102	1953	15.8	8.5	115	644	13.9	2.8	101				
	QUINTILE 4	33556	887	15.0	2.6	75	2549	20.6	7.6	103	847	18.3	2.5	91				
	QUINTILE 5	32863	717	12.1	2.2	62	1556	12.6	4.7	64	*524	11.3	1.6	58				
OUTDOOR	QUINTILE 1	33431	1579	26.7	4.7	134	2850	23.1	8.5	116	1337	28.9	4.0	145				
	QUINTILE 2	33478	1100	18.6	3.3	93	2953	23.9	8.8	120	908	19.6	2.7	98				
	QUINTILE 3	33574	1027	17.4	3.1	87	2447	19.8	7.3	99	987	21.3	2.9	107				
	QUINTILE 4	33935	1293	21.9	3.8	108	2201	17.8	6.5	88	834	18.0	2.5	89				
	QUINTILE 5	33310	912	15.4	2.7	78	1898	15.4	5.7	77	*562	12.1	1.7	61				
RADIO-DRIVE TIME	QUINTILE 1	33136	1081	18.3	3.3	93	2651	21.5	8.0	109	971	21.0	2.9	106				
	QUINTILE 2	31658	1289	21.8	4.1	116	2575	20.9	8.1	110	961	20.8	3.0	110				
	QUINTILE 3	32541	1375	23.3	4.2	120	2210	17.9	6.8	92	767	16.6	2.4	85				
	QUINTILE 4	34247	1279	21.6	3.7	106	2801	22.7	8.2	111	1052	22.7	3.1	111				
	QUINTILE 5	36144	886	15.0	2.5	70	2111	17.1	5.8	79	876	18.9	2.4	88				
RADIO-MID-DAY	TERCILE 1	45037	1373	23.2	3.0	87	3495	28.3	7.8	105	1199	25.9	2.7	97				
	TERCILE 2	44819	1859	31.4	4.1	118	3550	28.7	7.9	108	1218	26.3	2.7	99				
	TERCILE 3	77872	2679	45.3	3.4	98	5303	42.9	6.8	93	2210	47.8	2.8	103				
RADIO-TOTAL	QUINTILE 1	33763	1001	16.9	3.0	84	2757	22.3	8.2	111	975	21.1	2.9	105				
	QUINTILE 2	33240	1357	23.0	4.1	116	2328	18.9	7.0	95	1020	22.0	3.1	111				
	QUINTILE 3	33408	1646	27.8	4.9	140	2726	22.1	8.2	111	996	21.5	3.0	108				
	QUINTILE 4	34792	1154	19.5	3.3	94	2683	21.7	7.7	105	988	21.4	2.8	103				
	QUINTILE 5	32524	751	12.7	2.3	66	1854	15.0	5.7	77	648	14.0	2.0	72				
TV-PRIME TIME	QUINTILE 1	33090	987	16.7	3.0	85	2409	19.5	7.3	99	1016	22.0	3.1	111				
	QUINTILE 2	33357	1428	24.2	4.3	121	2698	21.8	8.1	110	1094	23.6	3.3	119				
	QUINTILE 3	33980	1095	18.5	3.2	91	2428	19.7	7.1	97	888	19.2	2.6	95				
	QUINTILE 4	33854	1306	22.1	3.9	109	2639	21.4	7.8	106	861	18.6	2.5	92				
	QUINTILE 5	33444	1095	18.5	3.3	93	2174	17.6	6.5	88	768	16.6	2.3	83				
TV-DAYTIME	TERCILE 1	49121	1190	20.1	2.4	69	2923	23.7	6.0	81	1052	22.7	2.1	78				
	TERCILE 2	48823	1622	27.4	3.3	94	4167	33.7	8.5	116	1495	32.3	3.1	111				
	TERCILE 3	69782	3099	52.4	4.4	126	5259	42.6	7.5	102	2080	45.0	3.0	108				
TV-TOTAL	QUINTILE 1	33584	876	14.8	2.6	74	2217	18.0	6.6	90	809	17.5	2.4	87				
	QUINTILE 2	33441	984	16.6	2.9	83	2250	18.2	6.7	91	1024	22.1	3.1	111				
	QUINTILE 3	33505	1269	21.5	3.8	107	2567	20.8	7.7	104	925	20.0	2.8	100				
	QUINTILE 4	33466	1575	26.6	4.7	134	2810	22.8	8.4	114	950	20.5	2.8	103				
	QUINTILE 5	33731	1207	20.4	3.6	102	2504	20.3	7.4	101	918	19.8	2.7	99				
MAGAZINES-NEWSPAPERS: DUAL		44503	2436	41.2	5.5	155	4368	35.4	9.8	133	1884	40.7	4.2	153				
MAGAZINE IMPERATIVE		39363	1409	23.8	3.6	102	3272	26.5	8.3	113	1135	24.5	2.9	105				
NEWSPAPER IMPERATIVE		46441	1327	22.4	2.9	81	2889	23.4	6.2	84	1081	23.4	2.3	84				
MAGAZINES-OUTDOOR: DUAL		33726	1778	30.1	5.3	150	3268	26.5	9.7	132	1490	32.2	4.4	160				
MAGAZINE IMPERATIVE		52846	2233	37.8	4.2	120	4445	36.0	8.4	114	1528	33.0	2.9	105				
OUTDOOR IMPERATIVE		52140	1266	21.4	2.4	69	3482	28.2	6.7	91	1257	27.2	2.4	87				
MAGAZINES-RADIO: DUAL		37081	1749	29.6	4.7	134	3178	25.7	8.6	116	1405	30.4	3.8	137				
MAGAZINE IMPERATIVE		49747	2233	37.8	4.5	127	4548	36.8	9.1	124	1676	36.2	3.4	122				
RADIO IMPERATIVE		49208	1381	23.4	2.8	80	3298	26.7	6.7	91	1073	23.2	2.2	79				
MAGAZINES-TELEVISION: DUAL		32103	1246	21.1	3.8	107	2677	21.7	8.1	110	1256	27.1	3.8	138				
MAGAZINE IMPERATIVE		54575	2850	48.2	5.2	148	5306	43.0	9.7	132	1876	40.5	3.4	125				
TELEVISION IMPERATIVE		53249	1026	17.4	1.9	55	2899	23.5	5.4	74	966	20.9	1.8	66				
NEWSPAPERS-OUTDOOR: DUAL		36255	1610	27.2	4.4	126	3271	26.5	9.0	123	1442	31.2	4.0	144				
NEWSPAPER IMPERATIVE		55591	2231	37.7	4.0	114	4061	32.9	7.3	99	1500	32.4	2.7	98				
OUTDOOR IMPERATIVE		48319	1449	24.5	3.0	85	3676	29.8	7.6	103	1272	27.5	2.6	95				
NEWSPAPERS-RADIO: DUAL		37242	1831	31.0	4.9	140	2982	24.1	8.0	109	1209	26.1	3.2	118				
NEWSPAPER IMPERATIVE		54423	2241	37.9	4.1	117	4440	36.0	8.2	111	1788	38.6	3.3	119				
RADIO IMPERATIVE		46650	1306	22.1	2.8	79	3428	27.8	7.3	100	1168	25.2	2.5	91				
NEWSPAPERS-TELEVISION: DUAL		35974	1387	23.5	3.9	109	2793	22.6	7.8	105	1212	26.2	3.4	122				
NEWSPAPER IMPERATIVE		56095	2672	45.2	4.8	135	4766	38.6	8.5	115	1773	38.3	3.2	115				
TELEVISION IMPERATIVE		47170	945	16.0	2.0	57	2869	23.2	6.1	83	1057	22.8	2.2	81				
OUTDOOR-RADIO: DUAL		33748	1201	20.3	3.6	101	2850	23.1	8.4	115	1111	24.0	3.3	119				
OUTDOOR IMPERATIVE		52785	2016	34.1	3.8	108	4297	34.8	8.1	111	1608	34.8	3.0	110				
RADIO IMPERATIVE		52882	1978	33.5	3.7	106	3658	29.6	6.9	94	1448	31.3	2.7	99				
OUTDOOR-TELEVISION: DUAL		32030	1060	17.9	3.3	94	2670	21.6	8.3	113	1168	25.2	3.6	132				
OUTDOOR IMPERATIVE		54626	2348	39.7	4.3	122	4797	38.8	8.8	119	1748	37.8	3.2	116				
TELEVISION IMPERATIVE		54874	1477	25.0	2.7	76	3136	25.4	5.7	78	1235	26.7	2.3	82				
RADIO-TELEVISION: DUAL		33386	1200	20.3	3.6	102	2653	21.5	7.9	108	1017	22.0	3.0	110				
RADIO IMPERATIVE		53810	2311	39.1	4.3	122	4267	34.6	7.9	108	1510	32.6	2.8	102				
TELEVISION IMPERATIVE		54023	1423	24.1	2.6	75	3389	27.4	6.3	85	1378	29.8	2.6	92				

TYPES OF MIXED DRINKS & COCKTAILS
(ADULTS)

	TOTAL U.S. '000	VODKA & TONIC				WHISKY SOUR				WINE SPRITZER				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5911	100.0	3.5	100	12348	100.0	7.4	100	4627	100.0	2.8	100				
ATLANTIC MONTHLY	567	**25	0.4	2.9	82	**43	0.3	5.0	67	**14	0.3	1.6	59				
BARRON'S	1580	*177	3.0	11.2	318	*168	1.4	10.6	144	**87	1.9	5.5	200				
BETTER HOMES & GARDENS	22203	1007	17.0	4.5	129	2090	16.9	9.4	128	880	19.0	4.0	144				
BON APPETIT	3810	*242	4.1	6.4	180	408	3.3	10.7	145	*215	4.6	5.6	205				
BUSINESS WEEK	4663	297	5.0	6.4	181	376	3.0	8.1	110	**114	2.5	2.4	89				
CAR AND DRIVER	3102	**58	1.0	1.9	53	255	2.1	8.2	112	**72	1.6	2.3	84				
CBS MAGAZINE NETWORK (GROSS)	7311	227	3.8	3.1	88	733	5.9	10.0	136	*253	5.5	3.5	125				
CHANGING TIMES	3400	*182	3.1	5.4	152	308	2.5	9.1	123	**55	1.2	1.6	59				
COLONIAL HOMES	1796	**55	0.9	3.1	87	*149	1.2	8.3	113	**78	1.7	4.3	157				
CONDE NAST MAG. PKG. (GROSS)	19924	1082	18.3	5.4	154	2456	19.9	12.3	167	1180	25.5	5.9	215				
CONSUMERS DIGEST	3125	*139	2.4	4.4	126	322	2.6	10.3	140	**143	3.1	4.6	166				
COSMOPOLITAN	10577	456	7.7	4.3	122	1099	8.9	10.4	141	671	14.5	6.3	230				
COUNTRY LIVING	3746	*179	3.0	4.8	136	436	3.5	11.6	158	*186	4.0	5.0	180				
CUISINE	2214	*174	2.9	7.9	223	265	2.1	12.0	163	**109	2.4	4.9	178				
CYCLE WORLD	2394	**37	0.6	1.5	44	*227	1.8	9.5	129	**66	1.4	2.8	100				
DCI:CREATIVE IDEAS FOR LIV	3068	**90	1.5	2.9	83	318	2.6	10.4	141	**107	2.3	3.5	126				
DCI:CREAT.IDEA/SO.LIV(GROSS)	5556	296	5.0	3.1	88	971	7.9	10.2	138	*319	6.9	3.3	121				
DISCOVER	2277	*132	2.2	5.8	164	*164	1.3	7.2	98	**92	2.0	4.0	146				
EBONY	7187	*161	2.7	2.2	64	468	3.8	6.5	88	**131	2.8	1.8	66				
ESQUIRE	2560	**155	2.6	6.1	172	*166	1.3	6.5	88	**77	1.7	3.0	109				
ESSENCE	3242	**51	0.9	1.6	45	*182	1.5	5.6	76	**18	0.4	0.6	20				
FAMILY CIRCLE	19639	665	11.3	3.4	96	1815	14.7	9.2	126	842	18.2	4.3	155				
THE FAMILY HANDYMAN	3540	**129	2.2	3.6	103	300	2.4	8.5	115	**94	2.0	2.7	96				
FAMILY WEEKLY	23924	738	12.5	3.1	88	1647	13.3	6.9	94	623	13.5	2.6	94				
FIELD & STREAM	9883	*200	3.4	2.0	57	912	7.4	9.2	125	*239	5.2	2.4	88				
FOOD & WINE	1030	**56	0.9	5.4	154	**87	0.7	8.4	115	**60	1.3	5.8	211				
FORBES	2679	257	4.3	9.6	272	273	2.2	10.2	138	*156	3.4	5.8	211				
FORTUNE	2931	*240	4.1	8.2	232	292	2.4	10.0	135	*196	4.2	6.7	242				
GLENN'S QUARTERLY	3481	*196	3.3	5.6	160	364	2.9	10.5	142	*134	2.9	3.8	140				
GLAMOUR	7163	483	8.2	6.7	191	907	7.3	12.7	172	440	9.5	6.1	223				
GOLF DIGEST	2355	*155	2.6	6.6	187	272	2.2	11.5	157	*123	2.7	5.2	189				
GOLF DIGEST/TENNIS (GROSS)	3610	*172	2.9	4.8	135	419	3.4	11.6	158	*170	3.7	4.7	171				
GOLF MAGAZINE	2046	*121	2.0	5.9	168	*198	1.6	9.7	131	**98	2.1	4.8	174				
GOLF MAGAZINE/SKI (GROSS)	3547	*187	3.2	5.3	150	301	2.4	8.5	115	*144	3.1	4.1	147				
GOOD HOUSEKEEPING	20353	766	13.0	3.8	107	2161	17.5	10.6	144	846	18.3	4.2	151				
HARPER'S BAZAAR	3362	*271	4.6	8.1	229	349	2.8	10.4	141	**136	2.9	4.0	147				
HEALTH	2987	**136	2.3	4.6	129	*299	2.4	10.0	136	**203	4.4	6.8	246				
HEARST MAG CORP. BUY (GROSS)	67928	2991	50.6	4.4	125	7031	56.9	10.4	141	3089	66.8	4.5	165				
HEARST MAN POWER (GROSS)	11282	423	7.2	3.7	106	962	7.8	8.5	116	258	5.6	2.3	83				
HEARST WOMAN POWER (GROSS)	40514	1659	28.1	4.1	116	4364	35.3	10.8	146	2033	43.9	5.0	182				
HOUSE BEAUTIFUL	4885	*239	4.0	4.9	139	488	4.0	10.0	136	*221	4.8	4.5	164				
INC.	1308	*151	2.6	11.5	328	**64	0.5	4.9	66	**72	1.6	5.5	200				
JET	6498	*111	1.9	1.7	48	409	3.3	6.3	85	**59	1.3	0.9	33				
LADIES' HOME JOURNAL	14797	538	9.1	3.6	103	1540	12.5	10.4	141	671	14.5	4.5	164				
LHJ FAMILY GRP COMBO(GROSS)	21743	805	13.6	3.7	105	2223	18.0	10.2	139	1082	23.4	5.0	180				
LIFE	9881	422	7.1	4.3	121	821	6.6	8.3	113	415	9.0	4.2	152				
L.A. TIMES HOME MAGAZINE	2775	370	6.3	13.3	378	**102	0.8	3.7	50	**144	3.1	5.2	188				
MADEMOISELLE	4219	*243	4.1	5.8	163	531	4.3	12.6	171	*211	4.6	5.0	181				
MC CALL'S	16422	574	9.7	3.5	99	1662	13.5	10.1	137	606	13.1	3.7	134				
MC CALL'S/WRK MOTHER (GROSS)	17919	624	10.6	3.5	99	1808	14.6	10.1	137	664	14.4	3.7	134				
MECHANIX ILLUSTRATED	4433	*176	3.0	4.0	113	335	2.7	7.6	103	**96	2.1	2.2	79				
METROPOLITAN HOME	1504	**77	1.3	5.1	145	*147	1.2	9.8	133	**97	2.1	6.4	234				
MONEY	4723	315	5.3	6.7	189	527	4.3	11.2	152	*221	4.8	4.7	170				
MOTHER EARTH NEWS	2325	**90	1.5	3.9	110	*261	2.1	11.2	152	*208	4.5	8.9	324				
MS.	1189	**30	0.5	2.5	72	**75	0.6	6.3	86	**39	0.8	3.3	119				
NATIONAL ENQUIRER	18892	421	7.1	2.2	63	1443	11.7	7.6	104	423	9.1	2.2	81				
NATIONAL GEOGRAPHIC	22129	1295	21.9	5.9	166	2040	16.5	9.2	125	816	17.6	3.7	134				
NATIONAL SUNDAY MAGAZINE PKG	103750	4408	74.6	4.2	121	8456	68.5	8.2	111	3276	70.8	3.2	114				
NATURAL HISTORY	1379	**100	1.7	7.3	206	*176	1.4	12.8	173	**17	0.4	1.2	45				
NEW WOMAN	2289	**35	0.6	1.5	43	*261	2.1	11.4	155	*134	2.9	5.9	212				
NEW YORK INCLUDING CUE	1088	**69	1.2	6.3	180	*74	0.6	6.8	92	**63	1.4	5.8	210				
THE NEW YORKER	2459	249	4.2	10.1	287	238	1.9	9.7	131	*143	3.1	5.8	211				
NEWSWEEK	16527	990	16.7	6.0	170	1478	12.0	8.9	121	647	14.0	3.9	142				
THE N.Y. TIMES DAILY EDITION	2739	202	3.4	7.4	209	339	2.7	12.4	168	*146	3.2	5.3	193				
THE N.Y. TIMES MAGAZINE	4443	405	6.9	9.1	259	554	4.5	12.5	169	281	6.1	6.3	229				
OWNI	2799	*223	3.8	8.0	226	*244	2.0	8.7	118	**111	2.4	4.0	144				
ON CABLE	2209	**70	1.2	3.2	90	*227	1.8	10.3	140	**42	0.9	1.9	69				
1001 HOME IDEAS	3959	*132	2.2	3.3	95	384	3.1	9.7	132	*209	4.5	5.3	191				
ORGANIC GARDENING	3111	**92	1.6	3.0	84	*282	2.3	9.1	123	**108	2.3	3.5	126				
OUTDOOR LIFE	5024	*128	2.2	2.5	72	388	3.1	7.7	105	**86	1.9	1.7	62				
PARADE MAGAZINE	51292	2190	37.0	4.3	121	4077	33.0	7.9	108	1614	34.9	3.1	114				

	TOTAL U.S. '000	VODKA & TONIC				WHISKY SOUR				WINE SPRITZER				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	5911	100.0	3.5	100	12348	100.0	7.4	100	4627	100.0	2.8	100				
PARENTS	5298	*164	2.8	3.1	88	554	4.5	10.5	142	*246	5.3	4.6	168				
PENTHOUSE	5129	*272	4.6	5.3	150	479	3.9	9.3	127	**120	2.6	2.3	85				
PEOPLE	21070	1145	19.4	5.4	154	1867	15.1	8.9	120	952	20.6	4.5	164				
PLAYBOY	10562	466	7.9	4.4	125	901	7.3	8.5	116	254	5.5	2.4	87				
POPULAR HOT RODDING	2498	**77	1.3	3.1	87	*211	1.7	8.4	115	**59	1.3	2.4	86				
POPULAR MECHANICS	5887	291	4.9	4.9	140	480	3.9	8.2	111	*167	3.6	2.8	103				
POPULAR SCIENCE	4317	*276	4.7	6.4	181	404	3.3	9.4	127	**135	2.9	3.1	113				
PREVENTION	5792	*175	3.0	3.0	86	395	3.2	6.8	93	*133	2.9	2.3	83				
PSYCHOLOGY TODAY	3284	*239	4.0	7.3	207	223	1.8	6.8	92	*211	4.6	6.4	233				
READER'S DIGEST	40046	1604	27.1	4.0	114	3337	27.0	8.3	113	1194	25.8	3.0	108				
REDBOOK	9584	437	7.4	4.6	129	1104	8.9	11.5	156	516	11.2	5.4	195				
ROAD & TRACK	2590	*134	2.3	5.2	147	*239	1.9	9.2	125	**55	1.2	2.1	77				
ROLLING STONE	3302	*207	3.5	6.3	178	373	3.0	11.3	153	*99	2.1	3.0	109				
RUNNER'S WORLD	1229	**35	0.6	2.8	81	**78	0.6	6.3	86	**48	1.0	3.9	142				
SATURDAY EVENING POST	2110	**55	0.9	2.6	74	*203	1.6	9.6	131	**38	0.8	1.8	65				
SCIENCE 84	1543	**56	0.9	3.6	103	*220	1.8	14.3	194	**61	1.3	4.0	143				
SCIENCE DIGEST	1747	**61	1.0	3.5	99	*122	1.0	7.0	95	**36	0.8	2.1	75				
SCIENTIFIC AMERICAN	1994	*149	2.5	7.5	212	*255	2.1	12.8	174	**128	2.8	6.4	233				
SELF	3119	**97	1.6	3.1	88	444	3.6	14.2	193	*158	3.4	5.1	184				
SEVENTEEN	3923	**75	1.3	1.9	54	413	3.3	10.5	143	*247	5.3	6.3	228				
SKI	1501	**66	1.1	4.4	125	**103	0.8	6.9	93	**46	1.0	3.1	111				
SMITHSONIAN	5976	509	8.6	8.5	242	561	4.5	9.4	128	358	7.7	6.0	217				
SOAP OPERA DIGEST	4228	**109	1.8	2.6	73	327	2.6	7.7	105	**71	1.5	1.7	61				
SOUTHERN LIVING	6488	*206	3.5	3.2	90	654	5.3	10.1	137	*212	4.6	3.3	118				
SPORT	3500	**96	1.6	2.7	78	*209	1.7	6.0	81	**142	3.1	4.1	147				
THE SPORTING NEWS	2456	**143	2.4	5.8	165	*218	1.8	8.9	121	**41	0.9	1.7	61				
SPORTS AFIELD	3648	**71	1.2	1.9	55	360	2.9	9.9	134	**55	1.2	1.5	55				
SPORTS ILLUSTRATED	14484	646	10.9	4.5	127	1337	10.8	9.2	125	420	9.1	2.9	105				
STAR	12661	340	5.8	2.7	76	982	8.0	7.8	105	345	7.5	2.7	99				
SUNDAY	52799	2327	39.4	4.4	125	4824	39.1	9.1	124	1712	37.0	3.2	118				
SUNSET	3513	*290	4.9	8.3	234	**145	1.2	4.1	56	**132	2.9	3.8	136				
TV GUIDE	42766	1624	27.5	3.8	108	3396	27.5	7.9	108	1199	25.9	2.8	102				
TENNIS	1254	**18	0.3	1.4	41	**147	1.2	11.7	159	**48	1.0	3.8	139				
TIME	22054	1325	22.4	6.0	170	2157	17.5	9.8	133	945	20.4	4.3	155				
TOWN & COUNTRY	1555	*110	1.9	7.1	201	*192	1.6	12.3	168	*162	3.5	10.4	378				
TRAVEL & LEISURE	2173	*133	2.3	6.1	174	*256	2.1	11.8	160	*120	2.6	5.5	200				
TRUE STORY	4636	**63	1.1	1.4	39	318	2.6	6.9	93	**66	1.4	1.4	52				
U.S. NEWS & WORLD REPORT	10353	500	8.5	4.8	137	851	6.9	8.2	112	266	5.7	2.6	93				
USA TODAY	4994	257	4.3	5.1	146	440	3.6	8.8	120	*191	4.1	3.8	139				
US	3528	**92	1.6	2.6	74	441	3.6	12.5	170	*137	3.0	3.9	141				
VOGUE	5424	259	4.4	4.8	135	574	4.6	10.6	144	371	8.0	6.8	248				
MALL STREET JOURNAL	6292	550	9.3	8.7	248	527	4.3	8.4	114	272	5.9	4.3	157				
WEIGHT WATCHERS	2762	*144	2.4	5.2	148	*306	2.5	11.1	150	**117	2.5	4.2	154				
WOMAN'S DAY	16320	571	9.7	3.5	99	1583	12.8	9.7	132	772	16.7	4.7	171				
WORKING MOTHER	1496	**51	0.9	3.4	97	**145	1.2	9.7	132	**59	1.3	3.9	143				
WORKING WOMAN	1851	**164	2.8	8.9	251	*183	1.5	9.9	134	**88	1.9	4.8	172				
WORLD TENNIS	580	**22	0.4	3.8	108	**56	0.5	9.7	131	**0	0.0	0.0	0				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	404	6.8	3.3	92	1093	8.9	8.8	120	284	6.1	2.3	83				
BLAIR INSERTS	91671	4223	71.4	4.6	131	7718	62.5	8.4	114	3069	66.3	3.3	121				
DAILY NEWSPAPERS																	
READ ANY	109190	4177	70.7	3.8	109	8675	70.3	7.9	108	3247	70.2	3.0	108				
READ ONE	89587	3195	54.1	3.6	101	7032	56.9	7.8	107	2550	55.1	2.8	103				
READ TWO OR MORE	19602	981	16.6	5.0	142	1643	13.3	8.4	114	697	15.1	3.6	129				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4650	78.7	4.2	120	8937	72.4	8.1	111	3505	75.8	3.2	116				
READ ONE	95074	3858	65.3	4.1	115	7587	61.4	8.0	108	2959	64.0	3.1	113				
READ TWO OR MORE	14588	792	13.4	5.4	154	1350	10.9	9.3	126	546	11.8	3.7	136				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.63				32.85				35.33							
30 DAY REACH	149706	5470	92.5	3.7	104	11350	91.9	7.6	103	4272	92.3	2.9	103				
50 SHWG - 30 DAY AV FREQ	15.16	15.92				16.98				18.24							
30 DAY REACH	142406	5255	88.9	3.7	105	11006	89.1	7.7	105	4126	89.2	2.9	105				
25 SHWG - 30 DAY AV FREQ	8.23	8.73				9.16				9.58							
30 DAY REACH	131152	4799	81.2	3.7	104	10214	82.7	7.8	106	3955	85.5	3.0	109				
CABLE TV: HOME WIRED	66879	2522	42.7	3.8	107	5777	46.8	8.6	117	2239	48.4	3.3	121				
HOME NOT WIRED	100848	3389	57.3	3.4	95	6571	53.2	6.5	89	2389	51.6	2.4	86				
HAVE PAY CABLE	35024	1448	24.5	4.1	117	3328	27.0	9.5	129	1357	29.3	3.9	140				

	TOTAL U.S. '000	YOURSELF				YOUR HUSBAND/WIFE				OTHER MALE				OTHER FEMALE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	52615	100.0	31.4	100	32293	100.0	19.3	100	8797	100.0	5.2	100	7805	100.0	4.7	100
MALES	79263	26801	50.9	33.8	108	14880	46.1	18.8	98	3833	43.6	4.8	92	3846	49.3	4.9	104
FEMALES	88464	25814	49.1	29.2	93	17412	53.9	19.7	102	4964	56.4	5.6	107	3959	50.7	4.5	96
18 - 24	28671	8712	16.6	30.4	97	1956	6.1	6.8	35	4205	47.8	14.7	280	3659	46.9	12.8	274
25 - 34	39536	14846	28.2	37.6	120	9874	30.6	25.0	130	1864	21.2	4.7	90	1567	20.1	4.0	85
35 - 44	28978	10685	20.3	36.9	118	7728	23.9	26.7	139	757	8.6	2.6	50	772	9.9	2.7	57
45 - 54	22345	7038	13.4	31.5	100	5506	17.1	24.6	128	751	8.5	3.4	64	622	8.0	2.8	60
55 - 64	22224	6438	12.2	29.0	92	4682	14.5	21.1	109	521	5.9	2.3	45	*589	7.5	2.7	57
65 OR OLDER	25973	4896	9.3	18.9	60	2547	7.9	9.8	51	699	7.9	2.7	51	597	7.6	2.3	49
18 - 34	68207	23558	44.8	34.5	110	11830	36.6	17.3	90	6069	69.0	8.9	170	5225	66.9	7.7	165
18 - 49	108058	37908	72.0	35.1	112	22279	69.0	20.6	107	7158	81.4	6.6	126	6314	80.9	5.8	128
25 - 54	90859	32569	61.9	35.8	114	23108	71.6	25.4	132	3372	38.3	3.7	71	2961	37.9	3.3	70
35 - 49	39851	14350	27.3	36.0	115	10448	32.4	26.2	136	1089	12.4	2.7	52	1089	14.0	2.7	59
50 OR OLDER	59669	14707	28.0	24.6	79	10014	31.0	16.8	87	1639	18.6	2.7	52	1492	19.1	2.5	54
GRADUATED COLLEGE	28091	12872	24.5	45.8	146	7903	24.5	28.1	146	1457	16.6	5.2	99	1226	15.7	4.4	94
ATTENDED COLLEGE	28938	11682	22.2	40.4	129	6816	21.1	23.6	122	2192	24.9	7.6	144	1883	24.1	6.5	140
GRADUATED HIGH SCHOOL	65503	20022	38.1	30.6	97	12939	40.1	19.8	103	3316	37.7	5.1	97	3221	41.3	4.9	106
DID NOT GRADUATE HIGH SCHOOL	45195	8039	15.3	17.8	57	4634	14.3	10.3	53	1832	20.8	4.1	77	1476	18.9	3.3	70
EMPLOYED MALES	56429	21398	40.7	37.9	121	12317	38.1	21.8	113	2691	30.6	4.8	91	2749	35.2	4.9	105
EMPLOYED FEMALES	43971	15956	30.3	36.3	116	10264	31.8	23.3	121	3194	36.3	7.3	138	2398	30.7	5.5	117
EMPLOYED FULL-TIME	87773	33234	63.2	37.9	121	19921	61.7	22.7	118	4428	50.3	5.0	96	3950	50.6	4.5	97
EMPLOYED PART-TIME	12627	4120	7.8	32.6	104	2659	8.2	21.1	109	1458	16.6	11.5	220	1196	15.3	9.5	204
NOT EMPLOYED	67327	15261	29.0	22.7	72	9712	30.1	14.4	75	2911	33.1	4.3	82	2659	34.1	3.9	85
PROFESSIONAL/MANAGER	25845	12431	23.6	48.1	153	7557	23.4	29.2	152	1407	16.0	5.4	104	893	11.4	3.5	74
TECH/CLERICAL/SALES	30895	11897	22.6	38.5	123	7480	23.2	24.2	126	1906	21.7	6.2	118	1861	23.8	6.0	129
PRECISION/CRAFT	12629	4134	7.9	32.7	104	2488	7.7	19.7	102	*558	6.3	4.4	84	614	7.9	4.9	104
OTHER EMPLOYED	31031	8892	16.9	28.7	91	5056	15.7	16.3	85	2015	22.9	6.5	124	1779	22.8	5.7	123
SINGLE	35557	12695	24.1	35.7	114	**0	0.0	0.0	0	5242	59.6	14.7	281	4482	57.4	12.6	271
MARRIED	103585	30755	58.5	29.7	95	32293	100.0	31.2	162	2138	24.3	2.1	39	2110	27.0	2.0	44
DIVORCED/SEPARATED/WIDOWED	28585	9165	17.4	32.1	102	**0	0.0	0.0	0	1416	16.1	5.0	94	1214	15.6	4.2	91
PARENTS	59295	18745	35.6	31.6	101	16920	52.4	28.5	148	1793	20.4	3.0	58	1646	21.1	2.8	60
WHITE	146081	47505	90.3	32.5	104	30067	93.1	20.6	107	7807	88.7	5.3	102	7002	89.7	4.8	103
BLACK	17974	4052	7.7	22.5	72	1508	4.7	8.4	44	783	8.9	4.4	83	736	9.4	4.1	88
OTHER	3672	1057	2.0	28.8	92	*718	2.2	19.6	102	*2207	2.4	5.6	107	**67	0.9	1.8	39
NORTHEAST-CENSUS	37005	13901	26.4	37.6	120	8138	25.2	22.0	114	2581	29.3	7.0	133	2377	30.5	6.4	138
NORTH CENTRAL	42642	14311	27.2	33.6	107	9915	30.7	23.3	121	2372	27.0	5.6	106	2302	29.5	5.4	116
SOUTH	56777	12808	24.3	22.6	72	7434	23.0	13.1	68	2043	23.2	3.6	69	1821	23.3	3.2	69
WEST	31303	11595	22.0	37.0	118	6806	21.1	21.7	113	1801	20.5	5.8	110	1306	16.7	4.2	90
NORTHEAST-MKTG.	38125	14141	26.9	37.1	118	7898	24.5	20.7	108	2647	30.1	6.9	132	2367	30.3	6.2	133
EAST CENTRAL	24794	7352	14.0	29.7	95	5013	15.5	20.2	105	1451	16.5	5.9	112	1413	18.1	5.7	122
WEST CENTRAL	28511	9973	19.0	35.0	112	7092	22.0	24.9	129	1451	16.5	5.1	97	1365	17.5	4.8	103
SOUTH	48953	10847	20.6	22.2	71	6465	20.0	13.2	69	1638	18.6	3.3	64	1464	18.8	3.0	64
PACIFIC	27344	10301	19.6	37.7	120	5825	18.0	21.3	111	1610	18.3	5.9	112	1196	15.3	4.4	94
COUNTY SIZE A	69301	25001	47.5	36.1	115	14047	43.5	20.3	105	4596	52.2	6.6	126	4057	52.0	5.9	126
COUNTY SIZE B	50633	15662	29.8	30.9	99	9965	30.9	19.7	102	2658	30.2	5.2	100	2212	28.3	4.4	94
COUNTY SIZE C	26259	7584	14.4	28.9	92	5171	16.0	19.7	102	914	10.4	3.5	66	861	11.0	3.3	70
COUNTY SIZE D	21534	4368	8.3	20.3	65	3110	9.6	14.4	75	*629	7.2	2.9	56	*675	8.6	3.1	67
METRO CENTRAL CITY	50014	17483	33.2	35.0	111	8365	25.9	16.7	87	3016	34.3	6.0	115	2317	29.7	4.6	100
METRO SUBURBAN	76832	25667	48.8	33.4	106	17381	53.8	22.6	117	4496	51.1	5.9	112	4027	51.6	5.2	113
NON METRO	40881	9465	18.0	23.2	74	6547	20.3	16.0	83	1285	14.6	3.1	60	1462	18.7	3.6	77
TOP 5 ADI'S	39550	15312	29.1	38.7	123	8307	25.7	21.0	109	2642	30.0	6.7	127	2399	30.7	6.1	130
TOP 10 ADI'S	54877	19346	36.8	35.3	112	10960	33.9	20.0	104	3543	40.3	6.5	123	3015	38.6	5.5	118
TOP 20 ADI'S	77516	27300	51.9	35.2	112	15561	48.2	20.1	104	4886	55.5	6.3	120	4216	54.0	5.4	117
HSHLD INC. \$50,000 OR MORE	17257	6952	13.2	40.3	128	5110	15.8	29.6	154	1678	19.1	9.7	185	1320	16.9	7.6	164
\$40,000 OR MORE	33235	13643	25.9	41.1	131	9502	29.4	28.6	148	3103	35.3	9.3	178	2405	30.8	7.2	156
\$30,000 OR MORE	59693	22801	43.3	38.2	122	16681	51.7	27.9	145	4377	49.8	7.3	140	3586	45.9	6.0	129
\$25,000 OR MORE	76275	29017	55.1	38.0	121	20887	64.7	27.4	142	5239	59.6	6.9	131	4472	57.3	5.9	126
\$20,000 - \$24,999	18607	5799	11.0	31.2	99	3685	11.4	19.8	103	1009	11.5	5.4	103	833	10.7	4.5	96
\$15,000 - \$19,999	17175	5460	10.4	31.8	101	2913	9.0	17.0	88	677	7.7	3.9	75	622	8.0	3.6	78
\$10,000 - \$14,999	24569	6376	12.1	26.0	83	2938	9.1	12.0	62	964	11.0	3.9	75	885	11.3	3.6	77
UNDER \$10,000	31101	5964	11.3	19.2	61	1869	5.8	6.0	31	908	10.3	2.9	56	993	12.7	3.2	69
HOUSEHOLD OF 1 PERSON	19441	7285	13.8	37.5	119	**49	0.2	0.3	1	668	7.6	3.4	66	592	7.6	3.0	65
2 PEOPLE	518051																

		TOTAL U.S. '000	A	B	C	D	YOURSELF				YOUR HUSBAND/WIFE				OTHER MALE				OTHER FEMALE					
			'000	%	DOWN	%	ACROSS	INDX	*	'000	%	DOWN	%	ACROSS	INDX	'000	%	DOWN	%	ACROSS	INDX			
TOTAL ADULTS		167727	52615	100.0	31.4	100				32293	100.0	19.3	100			8797	100.0	5.2	100		7805	100.0	4.7	100
MAGAZINES	QUINTILE 1	34022	13401	25.5	39.4	126				8113	25.1	23.8	124			2206	25.1	6.5	124		2194	28.1	6.4	139
	QUINTILE 2	34800	12759	24.2	36.7	117				7439	23.0	21.4	111			2133	24.2	6.1	117		1803	23.1	5.2	111
	QUINTILE 3	30514	9883	18.8	32.4	103				6278	19.4	20.6	107			1663	18.9	5.4	104		1274	16.3	4.2	90
	QUINTILE 4	33324	9338	17.7	28.0	89				6067	18.8	18.2	95			1636	18.6	4.9	94		1540	19.7	4.6	99
	QUINTILE 5	35066	7233	13.7	20.6	66				4396	13.6	12.5	65			1159	13.2	3.3	63		994	12.7	2.8	61
NEWSPAPERS	QUINTILE 1	29107	11326	21.5	38.9	124				7186	22.3	24.7	128			1939	22.0	6.7	127		1845	23.6	6.3	136
	QUINTILE 2	49095	16991	32.3	34.6	110				10745	33.3	21.9	114			2608	29.6	5.3	101		2218	28.4	4.5	97
	QUINTILE 3	23107	7314	13.9	31.7	101				4578	14.2	19.8	103			1377	15.7	6.0	114		1275	16.3	5.5	119
	QUINTILE 4	33556	9758	18.5	29.1	93				5846	18.1	17.4	90			1592	18.1	4.7	90		1346	17.2	4.0	86
	QUINTILE 5	32863	7225	13.7	22.0	70				3939	12.2	12.0	62			1280	14.6	3.9	74		1120	14.3	3.4	73
OUTDOOR	QUINTILE 1	33431	12480	23.7	37.3	119				6904	21.4	20.7	107			2429	27.6	7.3	139		1849	23.7	5.5	119
	QUINTILE 2	33478	11133	21.2	33.3	106				6867	21.3	20.5	107			1721	19.6	5.1	98		1614	20.7	4.8	104
	QUINTILE 3	33574	10668	20.3	31.8	101				7262	22.5	21.6	112			1577	17.9	4.7	90		1567	20.1	4.7	100
	QUINTILE 4	33935	9848	18.7	29.0	93				5967	18.5	17.6	91			1585	18.0	4.7	89		1547	19.8	4.6	98
	QUINTILE 5	33310	8486	16.1	25.5	81				5292	16.4	15.9	83			1485	16.9	4.5	85		1229	15.7	3.7	79
RADIO-DRIVE TIME	QUINTILE 1	33136	11069	21.0	33.4	106				6700	20.7	20.2	105			1678	19.1	5.1	97		1614	20.7	4.9	105
	QUINTILE 2	31658	10462	19.9	33.0	105				6734	20.9	21.3	110			1719	19.5	5.4	104		1461	18.7	4.6	99
	QUINTILE 3	32541	10909	20.7	33.5	107				6351	19.7	19.5	101			2089	23.7	6.4	122		1684	21.6	5.2	111
	QUINTILE 4	34247	10739	20.4	31.4	100				6928	21.5	20.2	105			1780	20.2	5.2	99		1668	21.4	4.9	105
	QUINTILE 5	36144	9435	17.9	26.1	83				5580	17.3	15.4	80			1531	17.4	4.2	81		1379	17.7	3.8	82
RADIO-MID- DAY	TERCILE 1	45037	14148	26.9	31.4	100				8972	27.8	19.9	103			2055	23.4	4.6	87		2117	27.1	4.7	101
	TERCILE 2	44819	14408	27.4	32.1	102				8480	26.3	18.9	98			2555	29.0	5.7	109		2437	31.2	5.4	117
	TERCILE 3	77872	24059	45.7	30.9	98				14841	46.0	19.1	99			4186	47.6	5.4	102		3252	41.7	4.2	90
RADIO-TOTAL	QUINTILE 1	33763	11168	21.2	33.1	105				6844	21.2	20.3	105			1780	20.2	5.3	101		1744	22.3	5.2	111
	QUINTILE 2	33240	10449	19.9	31.4	100				5974	18.5	18.0	93			1760	20.0	5.3	101		1463	18.7	4.4	95
	QUINTILE 3	33408	11807	22.4	35.3	113				6880	21.3	20.6	107			1942	22.1	5.8	111		1854	23.8	5.5	119
	QUINTILE 4	34792	10917	20.7	31.4	100				7108	22.0	20.4	106			2096	23.8	6.0	115		1710	21.9	4.9	106
	QUINTILE 5	32524	8274	15.7	25.4	81				5486	17.0	16.9	88			1219	13.9	3.7	71		1036	13.3	3.2	68
TV-PRIME TIME	QUINTILE 1	33090	9512	18.1	28.7	92				5843	18.1	17.7	92			1415	16.1	4.3	82		1426	18.3	4.3	93
	QUINTILE 2	33357	10710	20.4	32.1	102				6954	21.5	20.8	108			1485	16.9	4.5	85		1497	19.2	4.5	96
	QUINTILE 3	33980	11511	21.9	33.9	108				7560	23.4	22.2	116			1813	20.6	5.3	102		1654	21.2	4.9	105
	QUINTILE 4	33854	11034	21.0	32.6	104				6388	19.8	18.9	98			2213	25.2	6.5	125		1874	24.0	5.5	119
	QUINTILE 5	33444	9847	18.7	29.4	94				5548	17.2	16.6	86			1871	21.3	5.6	107		1355	17.4	4.1	87
TV-DAYTIME	TERCILE 1	49121	12691	24.1	25.8	82				7839	24.3	16.0	83			2191	24.9	4.5	85		2125	27.2	4.3	93
	TERCILE 2	48823	15276	29.0	31.3	100				9908	30.7	20.3	105			2722	30.9	5.6	106		2396	30.7	4.9	105
	TERCILE 3	69782	24647	46.8	35.3	113				14546	45.0	20.8	108			3883	44.1	5.6	106		3285	42.1	4.7	101
TV-TOTAL	QUINTILE 1	33584	8901	16.9	26.5	84				5231	16.2	15.6	81			1365	15.5	4.1	77		1619	20.7	4.8	104
	QUINTILE 2	33441	10100	19.2	30.2	96				6664	20.6	19.9	104			1627	18.5	4.9	93		1523	19.5	4.6	98
	QUINTILE 3	33505	11139	21.2	33.2	106				7059	21.9	21.1	109			1448	16.5	4.3	82		1225	15.7	3.7	79
	QUINTILE 4	33466	11696	22.2	34.9	111				7453	23.1	22.3	116			2267	25.8	6.8	129		1924	24.7	5.7	124
	QUINTILE 5	33731	10778	20.5	32.0	102				5886	18.2	17.4	91			2089	23.7	6.2	118		1515	19.4	4.5	97
MAGAZINES-NEWSPAPERS: DUAL		44503	17615	33.5	39.6	126				10788	33.4	24.2	126			2877	32.7	6.5	123		2674	34.3	6.0	129
MAGAZINE IMPERATIVE		39363	12973	24.7	33.0	105				7608	23.6	19.3	100			2214	25.2	5.6	107		1917	24.6	4.9	105
NEWSPAPER IMPERATIVE		46441	14267	27.1	30.7	98				9462	29.3	20.4	106			2303	26.2	5.0	95		1916	24.5	4.1	89
MAGAZINES-OUTDOOR: DUAL		33726	13564	25.8	40.2	128				7944	24.6	23.6	122			2350	26.7	7.0	133		1929	24.7	5.7	123
MAGAZINE IMPERATIVE		52846	17835	33.9	33.7	108				11068	34.3	20.9	109			2910	33.1	5.5	105		2742	35.1	5.2	112
OUTDOOR IMPERATIVE		52140	14864	28.3	28.5	91				9441	29.2	18.1	94			2404	27.3	4.6	88		2140	27.4	4.1	88
MAGAZINES-RADIO: DUAL		37081	13885	26.4	37.4	119				8329	25.8	22.5	117			2112	24.0	5.7	109		1812	23.2	4.9	105
MAGAZINE IMPERATIVE		49747	18324	34.8	36.8	117				11142	34.5	22.4	116			3131	35.6	6.3	120		2876	36.8	5.8	124
RADIO IMPERATIVE		49208	13997	26.6	28.4	91				8104	25.1	16.5	86			2394	27.2	4.9	93		2252	28.9	4.6	98
MAGAZINES-TELEVISION: DUAL		33103	11854	22.5	35.8	114				7162	22.2	21.6	112			1888	21.5	5.7	109		1872	24.0	5.7	122
MAGAZINE IMPERATIVE		54575	20899	39.7	38.3	122				12653	39.2	23.2	120			3541	40.3	6.5	124		2908	37.3	5.3	115
TELEVISION IMPERATIVE		53249	12833	24.4	24.1	77				8474	26.2	15.9	83			1816	20.6	3.4	65		1671	21.4	3.1	67
NEWSPAPERS-OUTDOOR: DUAL		36255	13843	26.3	38.2	122				8552	26.5	23.6	123			2309	26.2	6.4	121		2177	27.9	6.0	129
NEWSPAPER IMPERATIVE		55591	18281	34.7	32.9	105				11893	36.8	21.4	111			2916	33.1	5.2						

	TOTAL U.S. '000	YOURSELF				YOUR HUSBAND/WIFE				OTHER MALE				OTHER FEMALE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	52615	100.0	31.4	100.	32293	100.0	19.3	100	8797	100.0	5.2	100	7805	100.0	4.7	100
ATLANTIC MONTHLY	867	483	0.9	55.7	178	296	0.9	34.1	177	58	0.7	6.7	128	39	0.5	4.5	97
BARRON'S	1580	784	1.5	49.6	158	421	1.3	26.6	138	70	0.8	4.4	84	29	0.4	1.8	39
BETTER HOMES & GARDENS	22203	7215	13.7	32.5	104	5732	17.7	25.8	134	1090	12.4	4.9	94	986	12.6	4.4	95
BON APPETIT	3810	1935	3.7	50.8	162	1045	3.2	27.4	142	238	2.7	6.2	119	209	2.7	5.5	118
BUSINESS WEEK	4663	2106	4.0	45.2	144	920	2.8	19.7	102	333	3.8	7.1	136	216	2.8	4.6	100
CAR AND DRIVER	3102	1220	2.3	39.3	125	447	1.4	14.4	75	285	3.2	9.2	175	284	3.6	9.2	197
CBS MAGAZINE NETWORK (GROSS)	7311	3080	5.9	42.1	134	1408	4.4	19.3	100	875	9.9	12.0	228	721	9.2	9.9	212
CHANGING TIMES	3400	1372	2.6	40.4	129	934	2.9	27.5	143	287	3.3	8.4	161	992	1.2	2.7	58
COLONIAL HOMES	1796	717	1.4	39.9	127	513	1.6	28.6	148	83	0.9	4.6	88	62	0.8	3.5	74
CONDE NAST MAG. PKG. (GROSS)	19924	7945	15.1	39.9	127	3814	11.8	19.1	99	2101	23.9	10.5	201	1714	22.0	8.6	185
CONSUMERS DIGEST	3125	1127	2.1	36.1	115	683	2.1	21.9	114	195	2.2	6.2	119	152	1.9	4.9	105
COSMOPOLITAN	10577	4433	8.4	41.9	134	1845	5.7	17.4	91	964	11.0	9.1	174	904	11.6	8.5	184
COUNTRY LIVING	3746	1334	2.5	35.6	114	1002	3.1	26.7	139	162	1.8	4.3	82	159	2.0	4.2	91
CUISINE	2214	1039	2.0	46.9	150	593	1.8	26.8	139	116	1.3	5.2	100	138	1.8	6.2	134
CYCLE WORLD	2394	832	1.6	34.8	111	385	1.2	16.1	84	269	3.1	11.2	214	215	2.8	9.0	193
DCI:CREATIVE IDEAS FOR LIV	3068	886	1.7	28.9	92	647	2.0	21.1	110	134	1.5	4.4	83	106	1.4	3.5	74
DCI:CREAT.IDEA/50.LIV(GROSS)	9556	2954	5.6	30.9	99	2044	6.3	21.4	111	470	5.3	4.9	94	233	3.0	2.4	52
DISCOVER	2277	883	1.7	38.8	124	348	1.1	15.3	79	244	2.8	10.7	204	105	1.3	4.6	99
EBONY	7187	1918	3.6	26.7	85	704	2.2	9.8	51	462	5.3	6.4	123	379	4.9	5.3	113
ESQUIRE	2560	998	1.9	39.0	124	357	1.1	13.9	72	104	1.2	4.1	77	88	1.1	3.4	74
ESSENCE	3242	839	1.6	25.9	82	372	1.2	11.5	60	165	1.9	5.1	97	176	2.3	5.4	117
FAMILY CIRCLE	19639	6805	12.9	34.7	110	4866	15.1	24.8	129	868	9.9	4.4	84	826	10.6	4.2	90
THE FAMILY HANDYMAN	3540	1185	2.3	33.5	107	942	2.9	26.6	138	240	2.7	6.8	129	158	2.0	4.5	96
FAMILY WEEKLY	23924	7170	13.6	30.0	96	5118	15.8	21.4	111	1131	12.9	4.7	90	946	12.1	4.0	85
FIELD & STREAM	9883	3094	5.9	31.3	100	2080	6.4	21.0	109	645	7.3	6.5	124	535	6.9	5.4	116
FOOD & WINE	1030	458	0.9	44.5	142	225	0.7	21.8	113	34	0.4	3.3	63	113	1.4	11.0	236
FOUR	2679	1426	2.7	53.2	170	853	2.6	31.8	165	136	1.5	5.1	97	86	1.1	3.2	69
FORTUNE	2931	1522	2.9	51.9	166	736	2.3	25.1	130	202	2.3	6.9	131	128	1.6	4.4	94
GENTLEMEN'S QUARTERLY	3481	1540	2.9	44.2	141	332	1.0	9.5	50	634	7.2	18.2	347	422	5.4	12.1	261
GLAMOUR	7163	2781	5.3	38.8	124	1408	4.4	19.7	102	793	9.0	11.1	211	586	7.5	8.2	176
GOLF DIGEST	2355	1072	2.0	45.5	145	705	2.2	29.9	155	82	0.9	3.5	66	94	1.2	4.0	86
GOLF DIGEST/TENNIS (GROSS)	3610	1669	3.2	46.2	147	1017	3.1	28.2	146	146	1.7	4.0	77	130	1.7	3.6	77
GOLF MAGAZINE	2046	961	1.8	47.0	150	540	1.7	26.4	137	151	1.7	7.4	141	91	1.2	4.4	96
GOLF MAGAZINE/SKI (GROSS)	3547	1589	3.0	44.8	143	773	2.4	21.8	113	248	2.8	7.0	133	207	2.7	5.8	125
GOOD HOUSEKEEPING	20353	6706	12.7	32.9	105	5325	16.5	26.2	136	978	11.1	4.8	92	957	12.3	4.7	101
HARPER'S BAZAAR	3362	1392	2.6	41.4	132	587	1.8	17.5	91	236	2.7	7.0	134	297	3.8	8.8	190
HEALTH	2987	1055	2.0	35.3	113	599	1.9	20.1	104	83	0.9	2.8	53	96	1.2	3.2	69
HEARST MAG CORP. BUY (GROSS)	67928	25126	47.8	37.0	118	16163	50.1	23.8	124	4060	46.2	6.0	114	3755	48.1	5.5	119
HEARST MAN POWER (GROSS)	11282	4137	7.9	36.7	117	2807	8.7	24.9	129	687	7.8	6.1	116	545	7.0	4.8	104
HEARST WOMAN POWER (GROSS)	40514	14626	27.8	36.1	115	9622	29.8	23.7	123	2511	28.5	6.2	118	2397	30.7	5.9	127
HOUSE BEAUTIFUL	4885	1734	3.3	35.5	113	1135	3.5	23.2	121	236	2.7	4.8	92	165	2.1	3.4	73
INC.	1306	684	1.3	52.3	167	261	0.8	20.0	104	109	1.2	8.3	159	29	0.4	2.2	48
JET	6498	1700	3.2	26.2	83	662	2.0	10.2	53	403	4.6	6.2	118	360	4.6	5.5	119
LADIES' HOME JOURNAL	14797	5088	9.7	34.4	110	3349	10.4	22.6	118	789	9.0	5.3	102	724	9.3	4.9	105
LHJ FAMILY GRP COMBO(GROSS)	21743	7598	14.4	34.9	111	5045	15.6	23.2	121	1061	12.1	4.9	93	1011	13.0	4.6	100
LIFE	9881	3749	7.1	37.9	121	1824	5.6	18.5	96	815	9.3	8.2	157	738	9.5	7.5	161
L.A. TIMES HOME MAGAZINE	2775	1333	2.5	48.0	153	848	2.6	30.6	159	212	2.4	7.6	146	106	1.4	3.8	82
MADEMOISELLE	4219	1703	3.2	40.4	129	701	2.2	16.6	86	447	5.1	10.6	202	393	5.0	9.3	200
MC CALL'S	16422	5497	10.4	33.5	107	3894	12.1	23.7	123	981	11.2	6.0	114	771	9.9	4.7	101
MC CALL'S/HRK MOTHER (GROSS)	17919	6167	11.7	34.4	110	4257	13.2	23.8	123	1117	12.7	6.2	119	869	11.1	4.8	104
MECHANIX ILLUSTRATED	4433	1222	2.3	27.6	88	1145	3.5	25.8	134	226	2.6	5.1	97	168	2.2	3.8	81
METROPOLITAN HOME	1504	641	1.2	42.6	136	343	1.1	22.8	118	87	1.0	5.8	110	67	0.9	4.5	96
MONEY	4723	2133	4.1	45.2	144	1026	3.2	21.7	113	325	3.7	6.9	131	227	2.9	4.8	103
MOTHER EARTH NEWS	2325	961	1.8	41.3	132	650	2.0	28.0	145	157	1.8	6.8	129	73	0.9	3.1	67
MS.	1189	628	1.2	52.8	168	232	0.7	19.5	101	69	0.8	5.8	111	99	1.3	8.3	179
NATIONAL ENQUIRER	18892	5504	10.5	29.1	93	2929	9.1	15.5	81	1084	12.3	5.7	109	999	12.8	5.3	114
NATIONAL GEOGRAPHIC	22129	9268	17.6	41.9	134	5907	18.3	26.7	139	1293	14.7	5.8	111	1090	14.0	4.9	106
NATIONAL SUNDAY MAGAZINE PKG	103750	36344	69.1	35.0	112	22833	70.7	22.0	114	6195	70.4	6.0	114	5511	70.6	5.3	114
NATURAL HISTORY	1379	600	1.1	43.5	139	281	0.9	20.4	106	172	2.0	12.5	238	103	1.3	7.5	161
NEW WOMAN	2285	997	1.9	43.6	139	383	1.2	16.7	87	168	1.9	7.3	140	127	1.6	5.5	119
NEW YORK INCLUDING CUE	1088	531	1.0	48.8	156	147	0.5	13.5	70	42	0.5	3.9	74	9	0.1	0.8	18
THE NEW YORKER	2459	1391	2.6	56.6	180	628	1.9	25.5	133	98	1.1	4.0	76	95	1.2	3.9	83
NEWSWEEK	16527	6901	13.1	41.8	133	4034	12.5	24.4	127	974	11.1	5.9	112	919	11.8	5.6	119
THE N.Y. TIMES DAILY EDITION	2739	1390	2.6	50.7	162	649	2.0	23.7	123	214	2.4	7.8	149	125	1.6	4.6	98
THE N.Y. TIMES MAGAZINE	4443	2427	4.6	54.6	174	1009	3.1	22.7	118	409	4.6	9.2	176	287	3.7	6.5	139
OWN	2799	1267	2.4	45.3	144	586	1.8	20.9	109	256	2.9	9.1	174	221	2.8	7.9	170
ON CABLE	2209	749	1.4	33.9	108	452	1.4	20.5	106	196	2.2	8.9	169	69	0.9	3.1	67
1001 HOME IDEAS	3959	1455	2.8	36.8	117	1098	3.4	27.7	144	188	2.1	4.7	91	191	2.4	4.8	104
ORGANIC GARDENING	3111	1051	2.0	33.8	108	679	2.1	21.8	113	156	1.8	5.0	96	88	1.1	2.8	61
OUTDOOR LIFE	5024	1657	3.1	33.0	105	1191	3.7	23.7	123	330	3.8	6.6	125	212	2.7	4.2	91
PARADE MAGAZINE	51292	18099	34.4	35.3	112	10563	32.7	20.6	107	3143	35.7	6.1	117	2828	36.2	5.5	118

	TOTAL U.S. '000	YOURSELF				YOUR HUSBAND/WIFE				OTHER MALE				OTHER FEMALE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	52615	100.0	31.4	100	32293	100.0	19.3	100	8797	100.0	5.2	100	7805	100.0	4.7	100
PARENTS	5298	1774	3.4	33.5	107	1737	5.4	32.8	170	*298	3.4	5.6	107	*210	2.7	4.0	85
PENTHOUSE	5129	2102	4.0	41.0	131	981	3.0	19.1	99	504	5.7	9.8	187	*428	5.5	8.3	179
PEOPLE	21070	8050	15.3	38.2	122	4498	13.9	21.3	111	1647	18.7	7.8	149	1506	19.3	7.1	154
PLAYBOY	10562	4449	8.5	42.1	134	2058	6.4	19.5	101	775	8.8	7.3	140	869	11.1	8.2	177
POPULAR HOT RODDING	2498	784	1.5	31.4	100	332	1.0	13.3	69	**221	2.5	8.8	169	*164	2.1	6.6	141
POPULAR MECHANICS	5887	1986	3.8	33.7	108	1579	4.9	26.8	139	*358	4.1	6.1	116	*329	4.2	5.6	120
POPULAR SCIENCE	4317	1664	3.2	38.5	123	1223	3.8	28.3	147	*237	2.7	5.5	105	*202	2.6	4.7	101
PREVENTION	5792	1937	3.7	33.4	107	987	3.1	17.0	89	*215	2.4	3.7	71	*120	1.5	2.1	45
PSYCHOLOGY TODAY	3284	1429	2.7	43.5	139	620	1.9	18.9	98	*200	2.3	6.1	116	*177	2.3	5.4	116
READER'S DIGEST	40046	13254	25.2	33.1	106	8972	27.8	22.4	116	1744	19.8	4.4	83	1626	20.8	4.1	87
REDBOOK	9584	3487	6.6	36.4	116	2451	7.6	25.6	133	569	6.5	5.9	113	537	6.9	5.6	120
ROAD & TRACK	2590	1130	2.1	43.6	139	507	1.6	19.6	102	**289	3.3	11.2	213	*270	3.5	10.4	224
ROLLING STONE	3302	1562	3.0	47.3	151	353	1.1	10.7	56	450	5.1	13.6	260	*464	5.9	14.1	302
RUNNER'S WORLD	1229	485	0.9	39.5	126	*290	0.9	23.6	123	*666	0.8	5.4	102	*87	1.1	7.1	152
SATURDAY EVENING POST	2110	714	1.4	33.8	108	355	1.1	16.8	87	**155	1.8	7.3	140	*75	1.0	3.6	76
SCIENCE 84	1543	753	1.4	48.8	156	380	1.2	24.6	128	**145	1.6	9.4	179	*47	0.6	3.0	65
SCIENCE DIGEST	1747	749	1.4	42.9	137	342	1.1	19.6	102	**118	1.3	6.8	129	*51	0.7	2.9	63
SCIENTIFIC AMERICAN	1994	1049	2.0	52.6	168	549	1.7	27.5	143	*244	2.8	12.2	233	*111	1.4	5.6	120
SELF	3119	1320	2.5	42.3	135	624	1.9	20.0	104	*390	4.4	12.5	238	*246	3.2	7.9	169
SEVENTEEN	3923	1366	2.6	34.8	111	702	2.2	17.9	93	*359	4.1	9.2	174	*386	4.9	9.8	211
SKI	1501	627	1.2	41.8	133	233	0.7	15.5	81	**97	1.1	6.5	123	*116	1.5	7.7	166
SMITHSONIAN	5976	2925	5.6	48.9	156	1440	4.5	24.1	125	397	4.5	6.6	127	*266	3.4	4.5	96
SOAP OPERA DIGEST	4228	1260	2.4	29.8	95	769	2.4	18.2	94	*241	2.7	5.7	109	*294	3.8	7.0	149
SOUTHERN LIVING	6488	2068	3.9	31.9	102	1398	4.3	21.5	112	*336	3.8	5.2	99	*127	1.6	2.0	42
SPORT	3500	1383	2.6	39.5	126	657	2.0	18.8	97	*311	3.5	8.9	169	*167	2.1	4.8	103
THE SPORTING NEWS	2456	936	1.8	38.1	121	424	1.3	17.3	90	**155	1.8	6.3	120	*267	3.4	10.9	234
SPORTS AFIELD	3648	1402	2.7	38.4	123	886	2.7	24.3	126	*211	2.4	5.8	110	*165	2.1	4.5	97
SPORTS ILLUSTRATED	14484	5601	10.6	38.7	123	2759	8.5	19.0	99	986	11.2	6.8	130	914	11.7	6.3	136
STAR	12661	3609	6.9	28.5	91	2078	6.4	16.4	85	805	9.2	6.4	121	890	11.4	7.0	151
SUNDAY	52799	19389	36.9	36.7	117	11734	36.3	22.2	115	3455	39.3	6.5	125	3163	40.5	6.0	129
SUNSET	3513	1891	3.6	53.8	172	1215	3.8	34.6	180	*179	2.0	5.1	97	*177	2.3	5.0	108
TV GUIDE	42766	13893	26.4	32.5	104	7815	24.2	18.3	95	2563	29.1	6.0	114	2489	31.9	5.8	125
TENNIS	1254	597	1.1	47.6	152	312	1.0	24.9	129	**65	0.7	5.2	99	*36	0.5	2.9	62
TIME	22054	8868	16.9	40.2	128	5090	15.8	23.1	120	1571	17.9	7.1	136	1442	18.5	6.5	141
TOWN & COUNTRY	1555	807	1.5	51.9	165	329	1.0	21.2	110	*100	1.1	6.4	123	*76	1.0	4.9	105
TRAVEL & LEISURE	2173	1218	2.3	56.1	179	613	1.9	28.2	147	**76	0.9	3.5	67	*99	1.3	4.6	98
TRUE STORY	4636	1159	2.2	25.0	80	661	2.0	14.3	74	*348	4.0	7.5	143	*249	3.2	5.4	115
U.S. NEWS & WORLD REPORT	10353	4008	7.6	38.7	123	2306	7.1	22.3	116	586	6.7	5.7	108	423	5.4	4.1	88
USA TODAY	4994	2360	4.5	47.3	151	1567	4.9	31.4	163	276	3.1	5.5	105	*235	3.0	4.7	101
US	3528	1512	2.9	42.9	137	631	2.0	17.9	93	*308	3.5	8.7	166	*265	3.4	7.5	161
VOGUE	5424	2141	4.1	39.5	126	1080	3.3	19.9	103	470	5.3	8.7	165	489	6.3	9.0	194
WALL STREET JOURNAL	6292	2949	5.6	46.9	149	1811	5.6	28.8	149	330	3.8	5.2	100	311	4.0	4.9	106
WEIGHT WATCHERS	2762	978	1.9	35.4	113	581	1.8	21.0	109	*263	3.0	9.5	182	*191	2.4	6.9	149
WOMAN'S DAY	16320	5326	10.1	32.6	104	3942	12.2	24.2	125	886	10.1	5.4	104	816	10.5	5.0	107
WORKING WOMAN	1496	670	1.3	44.8	143	363	1.1	24.3	126	*136	1.5	9.1	173	*98	1.3	6.6	141
WORKING WOMAN	1851	777	1.5	42.0	134	381	1.2	20.6	107	*186	2.1	10.0	192	*107	1.4	5.8	124
WORLD TENNIS	580	*265	0.5	45.7	146	*163	0.5	28.1	146	*23	0.3	4.0	76	*22	0.3	3.8	82
ZIFF-DAVIS MAG NETHK (GROSS)	12412	5064	9.6	40.8	130	2075	6.4	16.7	87	1084	12.3	8.7	167	933	12.0	7.5	162
BLAIR INSERTS	91671	33592	63.8	36.6	117	20573	63.7	22.4	117	5580	63.4	6.1	116	5042	64.6	5.5	118
DAILY NEWSPAPERS																	
READ ANY	109190	36866	70.1	33.8	108	23159	71.7	21.2	110	6027	68.5	5.5	105	5489	70.3	5.0	108
READ ONE	89587	29398	55.9	32.8	105	18420	57.0	20.6	107	4950	56.3	5.5	105	4503	57.7	5.0	108
READ TWO OR MORE	19602	7469	14.2	38.1	121	4739	14.7	24.2	126	1076	12.2	5.5	105	987	12.6	5.0	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	38576	73.3	35.2	112	24231	75.0	22.1	115	6434	73.1	5.9	112	5756	73.7	5.2	113
READ ONE	95074	32448	61.7	34.1	109	20380	63.1	21.4	111	5414	61.5	5.7	109	4863	62.3	5.1	110
READ TWO OR MORE	14588	6128	11.6	42.0	134	3851	11.9	26.4	137	1020	11.6	7.0	133	893	11.4	6.1	132
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.59				29.25				35.34				32.86			
30 DAY REACH	149706	48079	91.4	32.1	102	29470	91.3	19.7	102	7986	90.8	5.3	102	7162	91.8	4.8	103
50 SHWG - 30 DAY AV FREQ	15.16	16.44				15.27				18.33				17.20			
30 DAY REACH	142406	46241	87.9	32.5	104	28243	87.5	19.8	103	7696	87.5	5.4	103	6845	87.7	4.8	103
25 SHWG - 30 DAY AV FREQ	8.23	8.80				8.18				9.97				9.27			
30 DAY REACH	131152	43206	82.1	32.9	105	26388	81.7	20.1	105	7089	80.6	5.4	103	6333	81.1	4.8	104
CABLE TV: HOME WIRED	66879	22856	43.4	34.2	109	15096	46.7	22.6	117	4069	46.3	6.1	116	3786	48.5	5.7	122
HOME NOT WIRED	100848	29759	56.6	29.5	94	17197	53.3	17.1	89	4728	53.7	4.7	89	4019	51.5	4.0	86
HAVE PAY CABLE	35024	13180	25.0	37.6	120	9084	28.1	25.9	135	2558	29.1	7.3	139	2502	32.1	7.1	154

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BRANDY & COGNAC

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-19

	'000	%	UNWEIGHTED
7A. DO YOU YOURSELF DRINK THEM?			
YES	23559	14.0	2905
NO	144167	86.0	16205

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	

IF YOU DO

7B. WHAT TYPES DO YOU DRINK?

DOMESTIC BRANDY	13696	8.2	9136	5.4	3697	2.2	863	.5	1618
IMPORTED BRANDY	8588	5.1	3909	2.3	2719	1.6	1960	1.2	1099
COGNAC	7521	4.5	3224	1.9	2673	1.6	1623	1.0	943
DO NOT KNOW	1306	.8							157

	'000	%	UNWEIGHTED
7C. WHO DECIDES WHICH BRANDS OF BRANDY AND COGNAC YOU DRINK? (MARK AS MANY AS APPLY)			
YOURSELF	17418	10.4	2147
YOUR HUSBAND/WIFE	5227	3.1	612
LIQUOR DEALER	788	.5	95
OTHER MALE	2017	1.2	196
OTHER FEMALE	1025	.6	103
DO NOT KNOW	1983	1.2	245

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	

7D. WHICH BRANDS DO YOU DRINK?

CHRISTIAN BROTHERS	7013	4.2	2939	1.8	2866	1.7	1208	.7	820
EDINET	1049	.6	316	.2	544	.3	189	.1	142
COURVOISIER	5645	3.4	1186	.7	3242	1.9	1217	.7	741
E & J	2628	1.6	579	.3	1339	.8	711	.4	341
HENNESSEY	3791	2.3	956	.6	1971	1.2	864	.5	503
HIRAM WALKER	2538	1.5	994	.6	1213	.7	330	.2	290
JACQUES CARDIN	476	.3	145	.1	242	.1	89	.1	65
KORBEL	1921	1.1	323	.2	1079	.6	519	.3	219
LE ROUX DELUXE	617	.4	218	.1	254	.2	145	.1	94
MARTELL	1810	1.1	154	.1	1083	.6	573	.3	240
METAXA	703	.4	137	.1	398	.2	168	.1	89
PAUL MASSON	1489	.9	340	.2	761	.5	388	.2	177
MOUQUIN	335	.2	82	*	217	.1	36	*	53
PEDRO DOMECQ	630	.4	132	.1	255	.2	243	.1	59
PRESIDENTE	974	.6	224	.1	574	.3	176	.1	99
REMY MARTIN	3689	2.2	309	.2	1972	1.2	1408	.8	464
STOCK	533	.3	144	.1	183	.1	206	.1	77
OTHER BRANDS	6089	3.6	3032	1.8	1635	1.0	1422	.8	703
DO NOT KNOW	579	.3							71

BRANDY & COGNAC (CONTINUED)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-19

IN LAST 7 DAYS

	'000	%	UNWEIGHTED
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7E. ABOUT HOW MANY DRINKS OR GLASSES OF BRANDY OR COGNAC DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

8 OR MORE	H	586	.3	77
7	H	343	.2	50
5 - 6	H	588	.4	67
3 - 4	H	1986	1.2	286
2	M	2670	1.6	352
1	M	3701	2.2	409
NONE	L	13686	8.2	1664

IN LAST 30 DAYS

	'000	%	UNWEIGHTED
--	------	---	------------

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

8 OR MORE	2127	1.3	253
7	914	.5	129
5 - 6	1238	.7	147
3 - 4	2603	1.6	362
2	3648	2.2	464
1	3561	2.1	432
NONE	9470	5.6	1118

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	23559	100.0	14.0	100	3503	100.0	2.1	100	6371	100.0	3.8	100	13686	100.0	8.2	100
MALES	79263	12549	53.3	15.8	113	2094	59.8	2.6	126	3311	52.0	4.2	110	7143	52.2	9.0	110
FEMALES	88464	11010	46.7	12.4	89	1408	40.2	1.6	76	3060	48.0	3.5	91	6542	47.8	7.4	91
18 - 24	28671	3354	14.2	11.7	83	*591	16.9	2.1	99	1012	15.9	3.5	93	1751	12.8	6.1	75
25 - 34	39536	6035	25.6	15.3	109	689	19.7	1.7	83	1528	24.0	3.9	102	3817	27.9	9.7	118
35 - 44	28978	4646	19.7	16.0	114	608	17.4	2.1	100	1176	18.5	4.1	107	2862	20.9	9.9	121
45 - 54	22345	3785	16.1	16.9	121	552	15.8	2.5	118	1052	16.5	4.7	124	2181	15.9	9.8	120
55 - 64	22224	3148	13.4	14.2	101	459	13.1	2.1	99	873	13.7	3.9	103	1816	13.3	8.2	100
65 OR OLDER	25973	2592	11.0	10.0	71	603	17.2	2.3	111	730	11.5	2.8	74	1258	9.2	4.8	59
18 - 34	68207	9388	39.8	13.8	98	1280	36.5	1.9	90	2540	39.9	3.7	98	5568	40.7	8.2	100
18 - 49	108058	15959	67.7	14.8	105	2180	62.2	2.0	97	4291	67.4	4.0	105	9488	69.3	8.8	108
25 - 54	90859	14466	61.4	15.9	113	1850	52.8	2.0	97	3756	59.0	4.1	109	8860	64.7	9.8	120
35 - 49	39851	6571	27.9	16.5	117	900	25.7	2.3	108	1750	27.5	4.4	116	3920	28.6	9.8	121
50 OR OLDER	59669	7600	32.3	12.7	91	1323	37.8	2.2	106	2080	32.6	3.5	92	4197	30.7	7.0	86
GRADUATED COLLEGE	28091	5959	25.3	21.2	151	647	18.5	2.3	110	1573	24.7	5.6	147	3739	27.3	13.3	163
ATTENDED COLLEGE	28938	4798	20.4	16.6	118	416	11.9	1.4	69	1175	18.4	4.1	107	3207	23.4	11.1	136
GRADUATED HIGH SCHOOL	65503	8531	36.2	13.0	93	1574	44.9	2.4	115	2269	35.6	3.5	91	4688	34.3	7.2	88
DID NOT GRADUATE HIGH SCHOOL	45195	4271	18.1	9.5	67	866	24.7	1.9	92	1353	21.2	3.0	79	2052	15.0	4.5	56
EMPLOYED MALES	56429	9427	40.0	16.7	119	1469	41.9	2.6	125	2575	40.4	4.6	120	5383	39.3	9.5	117
EMPLOYED FEMALES	43971	6309	26.8	14.3	102	721	20.6	1.6	79	1665	26.1	3.8	100	3923	28.7	8.9	109
EMPLOYED FULL-TIME	87773	14120	59.9	16.1	115	1980	56.5	2.3	108	3826	60.1	4.4	115	8314	60.7	9.5	116
EMPLOYED PART-TIME	12627	1616	6.9	12.8	91	**210	6.0	1.7	80	*414	6.5	3.3	86	992	7.2	7.9	96
NOT EMPLOYED	67327	7824	33.2	11.6	83	1313	37.5	2.0	93	2131	33.4	3.2	83	4380	32.0	6.5	80
PROFESSIONAL/MANAGER	25845	5586	23.7	21.6	154	555	15.8	2.1	103	1484	23.3	5.7	151	3547	25.9	13.7	168
TECH/CLERICAL/SALLES	30895	4858	20.6	15.7	112	632	18.0	2.0	98	1143	17.9	3.7	97	3082	22.5	10.0	122
PRECISION/CRAFT	12629	1791	7.6	14.2	101	*306	8.7	2.4	116	464	7.3	3.7	97	1021	7.5	8.1	99
OTHER EMPLOYED	31031	3501	14.9	11.3	80	697	19.9	2.2	108	1148	18.0	3.7	97	1656	12.1	5.3	65
SINGLE	35557	5269	22.4	14.8	105	980	28.0	2.8	132	1514	23.8	4.3	112	2775	20.3	7.8	96
MARRIED	103585	14426	61.2	13.9	99	1898	54.2	1.8	88	3637	57.1	3.5	92	8891	65.0	8.6	105
DIVORCED/SEPARATED/WIDOWED	28585	3865	16.4	13.5	96	625	17.8	2.2	105	1221	19.2	4.3	112	2020	14.8	7.1	87
PARENTS	59295	8490	36.0	14.3	102	1088	31.1	2.8	108	2026	31.8	3.4	90	5376	39.3	9.1	111
WHITE	146081	19725	83.7	13.5	96	2625	74.9	1.8	86	5034	79.0	3.4	91	12065	88.2	8.3	101
BLACK	17974	3149	13.4	17.5	125	769	22.0	4.3	205	1113	17.5	6.2	163	1267	9.3	7.0	86
OTHER	3672	*685	2.9	18.7	133	**108	3.1	2.9	141	**224	3.5	6.1	161	**353	2.6	9.6	118
NORTHEAST-CENSUS	37005	5805	24.6	15.7	112	773	22.1	2.1	100	1271	19.9	3.4	90	3761	27.5	10.2	125
NORTH CENTRAL	42642	6026	25.6	14.1	101	1140	32.5	2.7	128	1472	23.1	3.5	91	3413	24.9	8.0	98
SOUTH	56777	5671	24.1	10.0	71	878	25.1	1.5	74	2047	32.1	3.6	95	2746	20.1	4.8	59
WEST	31303	6058	25.7	19.4	138	712	20.3	2.3	109	1580	24.8	5.0	133	3766	27.5	12.0	147
NORTHEAST-MKTG.	38125	6333	26.9	16.6	118	973	27.8	2.6	122	1574	24.7	4.1	109	3786	27.7	9.9	122
EAST CENTRAL	24794	2334	9.9	9.4	67	*301	8.6	1.2	58	562	8.8	2.3	60	1471	10.7	5.9	73
WEST CENTRAL	28511	4906	20.8	17.2	123	962	27.5	3.4	162	1139	17.9	4.0	105	2806	20.5	9.8	121
SOUTH	48953	4496	19.1	9.2	65	606	17.3	1.2	59	1608	25.2	3.3	86	2281	16.7	4.7	57
PACIFIC	27344	5492	23.3	20.1	143	661	18.9	2.4	116	1488	23.4	5.4	143	3342	24.4	12.2	150
COUNTY SIZE A	69301	12348	52.4	17.8	127	1981	56.6	2.9	137	3342	52.5	4.8	127	7024	51.3	10.1	124
COUNTY SIZE B	50633	6148	26.1	12.1	86	715	20.4	1.4	68	1783	28.0	3.5	93	3649	26.7	7.2	88
COUNTY SIZE C	26259	3193	13.6	12.2	87	*426	12.2	1.6	78	660	10.4	2.5	66	2107	15.4	8.0	98
COUNTY SIZE D	21534	1871	7.9	8.7	62	*381	10.9	1.8	85	*585	9.2	2.7	72	906	6.6	4.2	52
METRO CENTRAL CITY	50014	8505	36.1	17.0	121	1567	44.7	3.1	150	2408	37.8	4.8	127	4530	33.1	9.1	111
METRO SUBURBAN	76832	11115	47.2	14.5	103	1274	36.4	1.7	79	2974	46.7	3.9	102	6867	50.2	8.9	110
NON METRO	40881	3939	16.7	9.6	69	662	18.9	1.6	78	988	15.5	2.4	64	2289	16.7	5.6	69
TOP 5 ADI'S	39550	7874	33.4	19.9	142	1223	34.9	3.1	148	2009	31.5	5.1	134	4643	33.9	11.7	144
TOP 10 ADI'S	54877	9974	42.3	18.2	129	1486	42.4	2.7	130	2804	44.0	5.1	135	5684	41.5	10.4	127
TOP 20 ADI'S	77516	13402	56.9	17.3	123	1972	56.3	2.5	122	3793	59.5	4.9	129	7637	55.8	9.9	121
HSGLD INC. \$50,000 OR MORE	17257	3460	14.7	20.0	143	*452	12.9	2.6	125	782	12.3	4.5	119	2226	16.3	12.9	158
\$30,000 OR MORE	33235	6217	26.4	18.7	133	915	26.1	2.8	132	1464	23.0	4.4	116	3839	28.1	11.6	142
\$20,000 OR MORE	59693	10606	45.0	17.8	126	1321	37.7	2.2	106	2671	41.9	4.5	118	6614	48.3	11.1	136
\$25,000 OR MORE	76275	13139	55.8	17.2	123	1650	47.1	2.2	104	3316	52.0	4.3	114	8173	59.7	10.7	131
\$20,000 - \$24,999	18607	2467	10.5	13.3	94	*230	6.6	1.2	59	711	11.2	3.8	101	1527	11.2	8.2	101
\$15,000 - \$19,999	17175	1863	7.9	10.8	77	*394	11.2	2.3	110	435	6.8	2.5	67	1034	7.6	6.0	74
\$10,000 - \$14,999	24569	2932	12.4	11.9	85	630	18.0	2.6	123	906	14.2	3.7	97	1396	10.2	5.7	70
UNDER \$10,000	31101	3159	13.4	10.2	72	599	17.1	1.9	92	1003	15.7	3.2	85	1557	11.4	5.0	61
HOUSEHOLD OF 1 PERSON	19441	2928	12.4	15.1	107	504	14.4	2.6	124	896	14.1	4.6	121	1528	11.2	7.9	96
2 PEOPLE	51803	7005	29.7	13.5	96	1082	30.9	2.1	100	1793	28.1	3.5	91	4130	30.2	8.0	98
3 OR 4 PEOPLE	66933	9474	40.2	14.2	101	1166	33.3	1.7	83	2683	42.1	4.0	106	5625	41.1	8.4	103
5 OR MORE PEOPLE	29550	4153	17.6	14.1	100	*750	21.4	2.5	122	999	15.7	3.4	89	2404	17.6	8.1	100
NO CHILD IN HSHLD	96587	13388	56.8	13.9	99	2091	59.7	2.2	104	3851	60.4	4.0	105	7446	54.4	7.7	94
CHILD(REN) UNDER 2 YRS	10844	1486	6.3	13.7	98	**92	2.6	0.8	41	*342	5.4	3.2	83	1052	7.7	9.7	119
2 - 5 YEARS	26358	3514	14.9	13.3	95	*345	9.8	1.3	63	702	11.0	2.7	70	2467	18.0	9.4	115
6 - 11 YEARS	30453	4152	17.6	13.6	97	603	17.2	2.0	95	973	15.3	3.2	84	2576	18.8	8.5	104
12 - 17 YEARS	36575	5388	22.9	14.7	105	895	25.5	2.4	117	1440	22.6	3.9	104	3054	22.3	8.3	102
RESIDENCE OWNED	117770	16148	68.5	13.7	98	2240	63.9	1.9	91	4156	65.2	3.5	93	9752	71.3	8.3	101
VALUE: \$50,000 OR MORE	70166	11611	49.3	16.5	118	1527	43.6	2.2	104	2927	45.9	4.2	110	7156	52.3	10.2	125
VALUE: UNDER \$50,000	47604	4537	19.3	9.5	68	713	20.4	1.5	72	1228	19.3	2.6	68	2596	19.0	5.5	67

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS		167727	23559	100.0	14.0	100	3503	100.0	2.1	100	6371	100.0	3.8	100	13686	100.0	8.2	100
MAGAZINES	QUINTILE 1	34022	6538	27.8	19.2	137	681	19.4	2.0	96	1825	28.6	5.4	141	4032	29.5	11.9	145
	QUINTILE 2	34800	5592	23.7	16.1	114	951	27.1	2.7	131	1427	22.4	4.1	108	3215	23.5	9.2	113
	QUINTILE 3	30514	4065	17.3	13.3	95	567	16.2	1.9	89	1064	16.7	3.5	92	2435	17.8	8.0	98
	QUINTILE 4	33324	4178	17.7	12.5	89	625	17.8	1.9	90	1281	20.1	3.8	101	2271	16.6	6.8	84
	QUINTILE 5	35066	3187	13.5	9.1	65	679	19.4	1.9	93	775	12.2	2.2	58	1733	12.7	4.9	61
NEWSPAPERS	QUINTILE 1	29107	5390	22.9	18.5	132	739	21.1	2.5	122	1392	21.8	4.8	126	3259	23.8	11.2	137
	QUINTILE 2	49095	7297	31.0	14.9	106	1126	32.1	2.3	110	1613	25.3	3.3	86	4558	33.3	9.3	113
	QUINTILE 3	23107	3147	13.4	13.6	97	*428	12.2	1.9	89	797	12.5	3.4	91	1922	14.0	8.3	102
	QUINTILE 4	33556	4292	18.2	12.8	91	636	18.2	1.9	91	1450	22.8	4.3	114	2206	16.1	6.6	81
	QUINTILE 5	32863	3434	14.6	10.4	74	574	16.4	1.7	84	1119	17.6	3.4	90	1741	12.7	5.3	65
OUTDOOR	QUINTILE 1	33431	5364	22.8	16.0	114	746	21.3	2.2	107	1363	21.4	4.1	107	3254	23.8	9.7	119
	QUINTILE 2	33478	5159	21.9	15.4	110	718	20.5	2.1	103	1237	19.4	3.7	97	3204	23.4	9.6	117
	QUINTILE 3	33574	4641	19.7	13.8	98	729	20.8	2.2	104	1339	21.0	4.0	105	2573	18.8	7.7	94
	QUINTILE 4	33935	4457	18.9	13.1	94	660	18.8	1.9	93	1325	20.8	3.9	103	2473	18.1	7.3	89
	QUINTILE 5	33310	3939	16.7	11.8	84	650	18.6	2.0	93	1107	17.4	3.3	87	2182	15.9	6.6	80
RADIO-DRIVE TIME	QUINTILE 1	33136	4821	20.5	14.5	104	754	21.5	2.3	109	1459	22.9	4.4	116	2609	19.1	7.9	96
	QUINTILE 2	31658	4881	20.7	15.4	110	777	22.2	2.5	118	1249	19.6	3.9	104	2855	20.9	9.0	111
	QUINTILE 3	32541	4636	19.7	14.2	101	718	20.5	2.2	106	1110	17.4	3.4	90	2809	20.5	8.6	106
	QUINTILE 4	34247	4987	21.2	14.6	104	747	21.3	2.2	104	1359	21.3	4.0	104	2882	21.1	8.4	103
	QUINTILE 5	36144	4233	18.0	11.7	83	507	14.5	1.4	67	1195	18.8	3.3	87	2531	18.5	7.0	86
RADIO-MID- DAY	TERCILE 1	45037	6492	27.6	14.4	103	1191	34.0	2.6	127	1689	26.5	3.8	99	3611	26.4	8.0	98
	TERCILE 2	44819	6224	26.4	13.9	99	819	23.4	1.8	87	1795	28.2	4.0	105	3611	26.4	8.1	99
	TERCILE 3	77872	10844	46.0	13.9	99	1493	42.6	1.9	92	2887	45.3	3.7	98	6464	47.2	8.3	102
RADIO-TOTAL	QUINTILE 1	33763	4950	21.0	14.7	104	768	21.9	2.3	109	1426	22.4	4.2	111	2756	20.1	8.2	100
	QUINTILE 2	33240	4673	19.8	14.1	100	882	25.2	2.7	127	1134	17.8	3.4	90	2657	19.4	8.0	98
	QUINTILE 3	33408	5109	21.7	15.3	109	668	19.1	2.0	96	1481	23.2	4.4	117	2961	21.6	8.9	109
	QUINTILE 4	34792	5080	21.6	14.6	104	743	21.2	2.1	102	1282	20.1	3.7	97	3055	22.3	8.8	108
	QUINTILE 5	32524	3748	15.9	11.5	82	443	12.6	1.4	65	1048	16.4	3.2	85	2256	16.5	6.9	85
TV-PRIME TIME	QUINTILE 1	33090	4289	18.2	13.0	92	704	20.1	2.1	102	1180	18.5	3.6	94	2405	17.6	7.3	89
	QUINTILE 2	33357	5067	21.5	15.2	108	754	21.5	2.3	108	1241	19.5	3.7	98	3072	22.4	9.2	113
	QUINTILE 3	33980	4992	21.2	14.7	105	687	19.6	2.0	97	1183	18.6	3.5	92	3122	22.8	9.2	113
	QUINTILE 4	33854	4671	19.8	13.8	98	695	19.8	2.1	98	1373	21.6	4.1	107	2602	19.0	7.7	94
	QUINTILE 5	33444	4542	19.3	13.6	97	663	18.9	2.0	95	1393	21.9	4.2	110	2486	18.2	7.4	91
TV-DAYTIME	TERCILE 1	49121	5865	24.9	11.9	85	1022	29.2	2.1	100	1435	22.5	2.9	77	3408	24.9	6.9	85
	TERCILE 2	48823	6405	27.2	13.1	93	819	23.4	1.7	80	1773	27.8	3.6	96	3814	27.9	7.8	96
	TERCILE 3	69782	11289	47.9	16.2	115	1662	47.4	2.4	114	3163	49.6	4.5	119	6465	47.2	9.3	114
TV-TOTAL	QUINTILE 1	33584	4319	18.3	12.9	92	599	17.1	1.8	85	1201	18.9	3.6	94	2519	18.4	7.5	92
	QUINTILE 2	33441	4434	18.8	13.3	94	852	24.3	2.5	122	1078	16.9	3.2	85	2504	18.3	7.5	92
	QUINTILE 3	33505	4985	21.2	14.9	106	744	21.2	2.2	106	1421	22.3	4.2	112	2820	20.6	8.4	103
	QUINTILE 4	33466	4677	19.9	14.0	99	664	19.0	2.0	95	1059	16.6	3.2	83	2955	21.6	8.8	108
	QUINTILE 5	33731	5145	21.8	15.3	109	644	18.4	1.9	91	1613	25.3	4.8	126	2888	21.1	8.6	105
MAGAZINES-NEWSPAPERS: DUAL		44503	8397	35.6	18.9	134	1098	31.3	2.5	118	2191	34.4	4.9	130	5107	37.3	11.5	141
MAGAZINE IMPERATIVE		39363	5572	23.7	14.2	101	791	22.6	2.0	96	1652	25.9	4.2	110	3129	22.9	7.9	97
NEWSPAPER IMPERATIVE		46441	5860	24.9	12.6	90	989	28.2	2.1	102	1258	19.7	2.7	71	3613	26.4	7.8	95
MAGAZINES-OUTDOOR: DUAL		33726	6186	26.3	18.3	131	627	17.9	1.9	89	1535	24.1	4.6	120	4024	29.4	11.9	146
MAGAZINE IMPERATIVE		52846	8166	34.7	15.5	110	1320	37.7	2.5	120	2302	36.1	4.4	115	4544	33.2	8.6	105
OUTDOOR IMPERATIVE		52140	6437	27.3	12.3	88	1174	33.5	2.3	108	1621	25.4	3.1	82	3643	26.6	7.0	86
MAGAZINES-RADIO: DUAL		37081	6445	27.4	17.4	124	969	27.7	2.6	125	1794	28.2	4.8	127	3682	26.9	9.9	122
MAGAZINE IMPERATIVE		49747	8259	35.1	16.6	118	955	27.3	1.9	92	2124	33.3	4.3	112	5181	37.9	10.4	128
RADIO IMPERATIVE		49208	5812	24.7	11.8	84	1067	30.5	2.2	104	1559	24.5	3.2	83	3186	23.3	6.5	79
MAGAZINES-TELEVISION: DUAL		33103	5666	24.1	17.1	122	836	23.9	2.5	121	1561	24.5	4.7	124	3268	23.9	9.9	121
MAGAZINE IMPERATIVE		54575	9213	39.1	16.9	120	1132	32.3	2.1	99	2412	37.9	4.4	116	5669	41.4	10.4	127
TELEVISION IMPERATIVE		53249	5533	23.5	10.4	74	1031	29.4	1.9	93	1484	23.3	2.8	73	3018	22.1	5.7	69
NEWSPAPERS-OUTDOOR: DUAL		36255	6042	25.6	16.7	119	823	23.5	2.3	109	1403	22.0	3.9	102	3816	27.9	10.5	129
NEWSPAPER IMPERATIVE		55591	8257	35.0	14.9	106	1298	37.1	2.3	112	1991	31.3	3.6	94	4969	36.3	8.9	110
OUTDOOR IMPERATIVE		48319	6424	27.3	13.3	95	946	27.0	2.0	94	1952	30.6	4.0	106	3527	25.8	7.3	89
NEWSPAPERS-RADIO: DUAL		37242	6254	26.5	16.8	120	1079	30.8	2.9	139	1532	24.0	4.1	108	3643	26.6	9.8	120
NEWSPAPER IMPERATIVE		54423	8456	35.9	15.5	111	1077	30.7	2.0	95	1994	31.3	3.7	96	5385	39.3	9.9	121
RADIO IMPERATIVE		46650	5889	25.0	12.6	90	941	26.9	2.0	97	1783	28.0	3.8	101	3166	23.1	6.8	83
NEWSPAPERS-TELEVISION: DUAL		35974	5452	23.1	15.2	108	894	25.5	2.5	119	1306	20.5	3.6	96	3252	23.8	9.0	111
NEWSPAPER IMPERATIVE		56095	9241	39.2	16.5	117	1228	35.1	2.2	105	2211	34.7	3.9	104	5801	42.4	10.3	127
TELEVISION IMPERATIVE		47170	5381	22.8	11.4	81	897	25.6	1.9	91	1712	26.9	3.6	96	2772	20.3	5.9	72
OUTDOOR-RADIO: DUAL		33748	5092	21.6	15.1	107	710	20.3	2.1	101	1308	20.5	3.9	102	3074	22.5	9.1	112
OUTDOOR IMPERATIVE		52785	7903	33.5	15.0	107	1037	29.6	2.0	94	1958	30.7	3.7	98	4908	35.9	9.3	114
RADIO IMPERATIVE		52882	7320	31.1	13.8	99	1352	38.6	2.6	122	2121	33.3	4.0	10				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	23559	100.0	14.0	100	3503	100.0	2.1	100	6371	100.0	3.8	100	13686	100.0	8.2	100
ATLANTIC MONTHLY	867	*263	1.1	30.3	216	**13	0.4	1.5	72	**99	1.6	11.4	301	*151	1.1	17.4	213
BARRON'S	1580	527	2.2	33.4	237	**68	1.9	4.3	206	**104	1.6	6.6	173	*355	2.6	22.5	275
BETTER HOMES & GARDENS	22203	3502	14.9	15.8	112	296	8.4	1.3	64	986	15.5	4.4	117	2220	16.2	10.0	123
BON APPETIT	3810	1164	4.9	30.6	218	*194	5.5	5.1	244	368	5.8	9.7	254	602	4.4	15.8	194
BUSINESS WEEK	4663	1063	4.5	22.8	162	**78	2.2	1.7	80	*309	4.9	6.6	174	675	4.9	14.5	177
CAR AND DRIVER	3102	603	2.6	19.4	138	**55	1.6	1.8	85	*248	3.9	8.0	210	299	2.2	9.6	118
CBS MAGAZINE NETWORK (GROSS)	7311	1423	6.0	19.5	139	*179	5.1	2.4	117	599	9.4	8.2	216	645	4.7	8.8	108
CHANGING TIMES	3400	825	3.5	24.3	173	**70	2.0	2.1	99	*231	3.6	6.8	179	524	3.8	15.4	189
COLONIAL HOMES	1796	303	1.3	16.9	120	**22	0.6	1.2	59	**85	1.3	4.7	125	195	1.4	10.9	133
CONDE NAST MAG. PKG. (GROSS)	19924	3702	15.7	18.6	132	*412	11.8	2.1	99	1277	20.0	6.4	169	2014	14.7	10.1	124
CONSUMERS DIGEST	3125	634	2.7	20.3	144	**46	1.3	1.5	70	*156	2.4	5.0	131	432	3.2	13.8	169
COSMOPOLITAN	10577	1930	8.2	18.2	130	*221	6.3	2.1	100	590	9.3	5.6	147	1119	8.2	10.6	130
COUNTRY LIVING	3746	760	3.2	20.3	144	**43	1.2	1.1	55	*213	3.3	5.7	150	504	3.7	13.5	165
CUISINE	2214	650	2.8	29.4	209	*116	3.3	5.2	251	*223	3.5	10.1	265	311	2.3	14.0	172
CYCLE WORLD	2394	*303	1.3	12.7	90	**59	1.7	2.5	118	**85	1.3	3.6	93	*160	1.2	6.7	82
DCI:CREATIVE IDEAS FOR LIV	3068	383	1.6	12.5	89	**29	0.8	0.9	45	**176	2.8	5.7	151	*179	1.3	5.8	72
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1355	5.8	14.2	101	**82	2.3	0.9	41	539	8.5	5.6	148	734	5.4	7.7	94
DISCOVER	2277	518	2.2	22.7	162	**35	1.0	1.5	74	*161	2.5	7.1	186	323	2.4	14.2	174
EBONY	7187	1449	6.2	20.2	144	363	10.4	5.1	242	487	7.6	6.8	178	600	4.4	8.3	102
ESQUIRE	2560	545	2.3	21.3	152	**94	2.7	3.7	176	*162	2.5	6.3	167	290	2.1	11.3	139
ESSENCE	3242	790	3.4	24.4	173	*170	4.9	5.2	251	234	3.7	7.2	190	387	2.8	11.9	146
FAMILY CIRCLE	19639	2837	12.0	14.4	103	360	10.3	1.8	88	823	12.9	4.2	110	1654	12.1	8.4	103
THE FAMILY HANDYMAN	3540	796	3.4	22.5	160	**117	3.3	3.3	158	*167	2.6	4.7	124	513	3.7	14.5	178
FAMILY WEEKLY	23924	3087	13.1	12.9	92	316	9.0	1.3	63	797	12.5	3.3	88	1974	14.4	8.3	101
FIELD & STREAM	9883	1363	5.8	13.8	98	*139	4.0	1.4	67	396	6.2	4.0	105	828	6.0	8.4	103
FOOD & WINE	1030	315	1.3	30.6	218	**54	1.5	5.2	251	**98	1.5	9.5	250	*163	1.2	15.8	194
FORBES	2679	845	3.6	31.5	225	**65	1.9	2.4	116	*155	2.4	5.8	152	625	4.6	23.3	286
FORTUNE	2931	821	3.5	28.0	199	**55	1.6	1.9	90	*148	2.3	5.0	133	618	4.5	21.1	258
GENTLEMEN'S QUARTERLY	3481	864	3.7	24.8	177	*125	3.6	3.6	172	*224	3.5	6.4	169	515	3.8	14.8	181
GLAMOUR	7163	1302	5.5	18.2	129	**124	3.5	1.7	83	451	7.1	6.3	166	726	5.3	10.1	124
GOLF DIGEST	2355	580	2.5	24.6	175	**90	2.6	3.8	183	*168	2.6	7.1	188	323	2.4	13.7	168
GOLF DIGEST/TENNIS (GROSS)	3610	830	3.5	23.0	164	**104	3.0	2.9	138	*279	4.4	7.7	203	448	3.3	12.4	152
GOLF MAGAZINE	2046	456	1.9	22.3	159	**37	1.1	1.8	87	**224	3.5	10.9	288	196	1.4	9.6	117
GOLF MAGAZINE/SKI (GROSS)	3547	781	3.3	22.0	157	**49	1.4	1.4	66	*367	5.8	10.3	272	365	2.7	10.3	126
GOOD HOUSEKEEPING	20353	2821	12.0	13.9	99	303	8.6	1.5	71	786	12.3	3.9	102	1732	12.7	8.5	104
HARPER'S BAZAAR	3362	713	3.0	21.2	151	**91	2.6	2.7	130	*267	4.2	7.9	209	355	2.6	10.6	129
HEALTH	2987	591	2.5	19.8	141	**63	1.8	2.1	101	*212	3.3	7.1	187	316	2.3	10.6	130
HEARST MAG CORP. BUY (GROSS)	67928	11796	50.1	17.4	124	1446	41.3	2.1	102	3473	54.5	5.1	135	6877	50.2	10.1	124
HEARST MAN POWER (GROSS)	11282	2184	9.3	19.4	138	367	10.5	3.3	156	645	10.1	5.7	151	1173	8.6	10.4	127
HEARST WOMAN POWER (GROSS)	40514	6225	26.4	15.4	109	720	20.6	1.8	85	1766	27.7	4.4	115	3738	27.3	9.2	113
HOUSE BEAUTIFUL	4885	1005	4.3	20.6	146	*139	4.0	2.8	136	*294	4.6	6.0	158	571	4.2	11.7	143
INC.	1308	515	2.2	39.4	280	**41	1.2	3.1	150	*185	2.9	14.1	372	289	2.1	22.1	271
JET	6498	1346	5.7	20.7	147	321	9.2	4.9	237	452	7.1	7.0	183	573	4.2	8.8	108
LADIES' HOME JOURNAL	14797	2401	10.2	16.2	116	198	5.7	1.3	64	705	11.1	4.8	125	1498	10.9	10.1	124
LHJ FAMILY GRP COMBO(GROSS)	21743	3673	15.6	16.9	120	322	9.2	1.5	71	1046	16.4	4.8	127	2304	16.8	10.6	130
LIFE	9881	1782	7.6	18.0	128	*217	6.2	2.2	105	484	7.6	4.9	129	1081	7.9	10.9	134
L.A. TIMES HOME MAGAZINE	2775	777	3.3	28.0	199	*147	4.2	5.3	254	*174	2.7	6.3	165	456	3.3	16.4	201
MADAMOISELLE	4219	737	3.1	17.5	124	**68	1.9	1.6	77	*300	4.7	7.1	187	368	2.7	8.7	107
MC CALL'S	16422	2600	11.0	15.8	113	284	8.1	1.7	83	855	13.4	5.2	137	1462	10.7	8.9	109
MC CALL'S/WRK MOTHER (GROSS)	17919	2919	12.4	16.3	116	316	9.0	1.8	84	945	14.8	5.3	139	1658	12.1	9.3	113
MECHANIX ILLUSTRATED	4433	761	3.2	17.2	122	**102	2.9	2.3	110	**131	2.1	3.0	78	528	3.9	11.9	146
METROPOLITAN HOME	1504	402	1.7	26.7	190	**30	0.9	2.0	96	*165	2.6	11.0	289	*207	1.5	13.8	169
MONEY	4723	1214	5.2	25.7	183	*133	3.8	2.8	135	347	5.4	7.3	193	734	5.4	15.5	190
MOTHER EARTH NEWS	2325	448	1.9	19.3	137	**28	0.8	1.2	58	**164	2.6	7.1	186	256	1.9	11.0	135
MS.	1189	387	1.6	32.5	232	**30	0.9	2.5	121	**102	1.6	8.6	226	255	1.9	21.4	263
NATIONAL ENQUIRER	18892	2313	9.8	12.2	87	386	11.0	2.0	98	699	11.0	3.7	97	1228	9.0	6.5	80
NATIONAL GEOGRAPHIC	22129	4327	18.4	19.6	139	482	13.8	2.2	104	1117	17.5	5.0	133	2728	19.9	12.3	151
NATIONAL SUNDAY MAGAZINE PKG	103750	16221	68.9	15.6	111	2337	66.7	2.3	108	4157	65.2	4.0	105	9726	71.1	9.4	115
NATURAL HISTORY	1379	304	1.3	22.0	157	**12	0.3	0.9	42	**108	1.7	7.8	206	*185	1.4	13.4	164
NEW WOMAN	2289	395	1.7	17.3	123	**43	1.2	1.9	90	**140	2.2	6.1	161	*212	1.5	9.3	114
NEW YORK INCLUDING CUE	1088	292	1.2	26.8	191	**35	1.0	3.2	154	**81	1.3	7.4	196	176	1.3	16.2	198
THE NEW YORKER	2459	742	3.1	30.2	215	**102	2.9	4.1	199	*169	2.7	6.9	181	471	3.4	19.2	235
NEWSWEEK	16527	3087	13.1	18.7	133	303	8.6	1.8	88	783	12.3	4.7	125	2000	14.6	12.1	148
THE N.Y. TIMES DAILY EDITION	2739	814	3.5	29.7	212	*102	2.9	3.7	178	204	3.2	7.4	196	508	3.7	18.5	227
THE N.Y. TIMES MAGAZINE	4443	1369	5.8	30.8	219	*130	3.7	2.9	140	309	4.9	7.0	183	930	6.8	20.9	257
OMNI	2799	629	2.7	22.5	160	**90	2.6	3.2	154	*173	2.7	6.2	163	366	2.7	13.1	160
ON CABLE	2203	449	1.9	20.3	145	**30	0.9	1.4	65	**120	1.9	5.4	143	*298	2.2	13.5	165
1001 HOME IDEAS	3959	681	2.9	17.2	122	**61	1.7	1.5	74	**129	2.0	3.3	86	490	3.6	12.4	152
ORGANIC GARDENING	3111	524	2.2	16.8	120	**43	1.2	1.4	66	**119	1.9	3.8	101	361	2.6	11.6	142
OUTDOOR LIFE	5024	762	3.2	15.2	108	**116	3.3	2.3	111	*256	4.0	5.1	134	390	2.8	7.8	95
PARADE MAGAZINE	51292	8115	34.4	15.8	113	1278	36.5	2.5	119	2150	33.7	4.2	110	4687	34.2	9.1	112

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	23559	100.0	14.0	100	3503	100.0	2.1	100	6371	100.0	3.8	100	13686	100.0	8.2	100
PARENTS	5298	927	3.9	17.5	125	**74	2.1	1.4	67	*280	4.4	5.3	139	573	4.2	10.8	133
PENTHOUSE	5129	1129	4.8	22.0	157	*136	3.9	2.7	127	315	4.9	6.1	162	677	4.9	13.2	162
PEOPLE	21070	3681	15.6	17.5	124	429	12.2	2.0	97	1061	16.7	5.0	133	2191	16.0	10.4	127
PLAYBOY	10562	1985	8.4	18.8	134	295	8.4	2.8	134	536	8.4	5.1	134	1154	8.4	10.9	134
POPULAR HOT RODDING	2498	413	1.8	16.5	118	**37	1.1	1.5	71	**124	1.9	5.0	131	*251	1.8	10.0	123
POPULAR MECHANICS	5887	1094	4.6	18.6	132	*197	5.6	3.3	160	265	4.2	4.5	119	632	4.6	10.7	132
POPULAR SCIENCE	4317	961	4.1	22.3	158	**172	4.9	4.0	191	*250	3.9	5.8	152	539	3.9	12.5	153
PREVENTION	5792	1023	4.3	17.7	126	**69	2.0	1.2	57	325	5.1	5.6	148	629	4.6	10.9	133
PSYCHOLOGY TODAY	3284	904	3.8	27.5	196	**49	1.4	1.5	71	*270	4.2	8.2	216	585	4.3	17.8	218
READER'S DIGEST	40046	6010	25.5	15.0	107	898	25.6	2.2	107	1778	27.9	4.4	117	3334	24.4	8.3	102
REDBOOK	9584	1474	6.3	15.4	109	*196	5.6	2.0	98	390	6.1	4.1	107	887	6.5	9.3	113
ROAD & TRACK	2590	577	2.4	22.3	159	**59	1.7	2.3	109	*244	3.8	9.4	248	274	2.0	10.6	130
ROLLING STONE	3302	647	2.7	19.6	139	**84	2.4	2.5	122	*206	3.2	6.2	164	357	2.6	10.8	133
RUNNER'S WORLD	1229	*294	1.2	23.9	170	**28	0.8	2.3	109	**113	1.8	9.2	242	*152	1.1	12.4	152
SATURDAY EVENING POST	2110	433	1.8	20.5	146	**70	2.0	3.3	159	*169	2.7	8.0	211	*193	1.4	9.1	112
SCIENCE 84	1543	413	1.8	26.8	191	**46	1.3	3.0	143	**116	1.8	7.5	198	251	1.8	16.3	199
SCIENCE DIGEST	1747	456	1.9	26.1	186	**82	2.3	4.7	225	**170	2.7	9.7	256	*204	1.5	11.7	143
SCIENTIFIC AMERICAN	1994	503	2.1	25.2	180	**40	1.1	2.0	96	*163	2.6	8.2	215	300	2.2	15.0	184
SELF	3119	547	2.3	17.5	125	**74	2.1	2.4	114	**147	2.3	4.7	124	326	2.4	10.5	128
SEVENTEEN	3923	572	2.4	14.6	104	**73	2.1	1.9	89	**212	3.3	5.4	142	287	2.1	7.3	90
SKI	1501	324	1.4	21.6	154	**12	0.3	0.8	38	**143	2.2	9.5	251	*170	1.2	11.3	139
SMITHSONIAN	5976	1457	6.2	24.4	174	*134	3.8	2.2	107	408	6.4	6.8	180	916	6.7	15.3	188
SOAP OPERA DIGEST	4228	647	2.7	15.3	109	**102	2.9	2.4	116	*154	2.4	3.6	96	391	2.9	9.2	113
SOUTHERN LIVING	6488	971	4.1	15.0	107	**53	1.5	0.8	39	363	5.7	5.6	147	555	4.1	8.6	105
SPORT	3500	702	3.0	20.1	143	*113	3.2	3.2	155	*195	3.1	5.6	147	394	2.9	11.3	138
THE SPORTING NEWS	2456	563	2.4	22.9	163	**57	1.6	2.3	111	**188	3.0	7.7	202	318	2.3	12.9	159
SPORTS AFIELD	3648	634	2.7	17.4	124	**89	2.5	2.4	117	*209	3.3	5.7	151	336	2.5	9.2	113
SPORTS ILLUSTRATED	14484	2524	10.7	17.4	124	396	11.3	2.7	131	704	11.1	4.9	128	1424	10.4	9.8	120
STAR	12661	1681	7.1	13.3	95	319	9.1	2.5	121	545	8.6	4.3	113	817	6.0	6.5	79
SUNDAY	52799	8836	37.5	16.7	119	1522	43.4	2.9	138	2172	34.1	4.1	108	5143	37.6	9.7	119
SUNSET	3513	981	4.2	27.9	199	**81	2.3	2.3	110	*176	2.8	5.0	132	725	5.3	20.6	253
TV GUIDE	42766	6040	25.6	14.1	101	928	26.5	2.2	104	1691	26.5	4.0	104	3420	25.0	8.0	98
TENNIS	1254	*250	1.1	19.9	142	**15	0.4	1.2	57	**111	1.7	8.9	233	**125	0.9	10.0	122
TIME	22054	4383	18.6	19.9	141	586	16.7	2.7	127	1317	20.7	6.0	157	2480	18.1	11.2	138
TOWN & COUNTRY	1555	434	1.8	27.9	199	**45	1.3	2.9	139	**113	1.8	7.3	191	275	2.0	17.7	217
TRAVEL & LEISURE	2173	668	2.8	30.7	219	**92	2.6	4.2	203	*171	2.7	7.9	207	405	3.0	18.6	228
TRUE STORY	4636	508	2.2	11.0	78	**97	2.8	2.1	100	*188	3.0	4.1	107	*223	1.6	4.8	59
U.S. NEWS & WORLD REPORT	10353	2003	8.5	19.3	138	251	7.2	2.4	116	641	10.1	6.2	163	1111	8.1	10.7	132
USA TODAY	4994	1171	5.0	23.4	167	*111	3.2	2.2	106	306	4.8	6.1	161	755	5.5	15.1	185
US	3528	692	2.9	19.6	140	**75	2.1	2.1	102	*179	2.8	5.1	134	439	3.2	12.4	152
VOGUE	5424	1116	4.7	20.6	146	*145	4.1	2.7	128	378	5.9	7.0	183	593	4.3	10.9	134
WALL STREET JOURNAL	6292	1719	7.3	27.3	195	*146	4.2	2.3	111	415	6.5	6.6	174	1157	8.5	18.4	225
WEIGHT WATCHERS	2762	367	1.6	13.3	95	**37	1.1	1.3	64	**125	2.0	4.5	119	*204	1.5	7.4	91
WOMAN'S DAY	16320	2446	10.4	15.0	107	*213	6.1	1.3	62	749	11.8	4.6	121	1484	10.8	9.1	111
WORKING WOMAN	1496	319	1.4	21.3	152	**33	0.9	2.2	106	**90	1.4	6.0	158	*196	1.4	13.1	161
WORKING WOMAN	1851	445	1.9	24.0	171	**53	1.5	2.9	137	**110	1.7	5.9	156	*282	2.1	15.2	187
WORLD TENNIS	580	**160	0.7	27.6	196	**22	0.6	3.8	182	**87	1.4	15.0	395	**51	0.4	8.8	108
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2583	11.0	20.8	148	268	7.7	2.2	103	1003	15.7	8.1	213	1312	9.6	10.6	130
BLAIR INSERTS	91671	15022	63.8	16.4	117	2243	64.0	2.4	117	3743	58.8	4.1	107	9035	66.0	9.9	121
DAILY NEWSPAPERS																	
READ ANY	109190	16341	69.4	15.0	107	2472	70.6	2.3	108	4165	65.4	3.8	100	9704	70.9	8.9	109
READ ONE	89587	12757	54.1	14.2	101	2004	57.2	2.2	107	3264	51.2	3.6	96	7489	54.7	8.4	102
READ TWO OR MORE	19602	3584	15.2	18.3	130	468	13.4	2.4	114	901	14.1	4.6	121	2215	16.2	11.3	138
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	17249	73.2	15.7	112	2468	70.5	2.3	108	4345	68.2	4.0	104	10437	76.3	9.5	117
READ ONE	95074	14245	60.5	15.0	107	2106	60.1	2.2	106	3544	55.6	3.7	98	8595	62.8	9.0	111
READ TWO OR MORE	14588	3004	12.8	20.6	147	361	10.3	2.5	118	801	12.6	5.5	145	1842	13.5	12.6	155
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	31.56				31.19				29.20				32.76			
30 DAY REACH	149706	21242	90.2	14.2	101	3147	89.8	2.1	101	5765	90.5	3.9	101	12329	90.1	8.2	101
50 SHMG - 30 DAY AV FREQ	15.16	16.41				16.26				15.16				17.03			
30 DAY REACH	142406	20467	86.9	14.4	102	3021	86.2	2.1	102	5541	87.0	3.9	102	11905	87.0	8.4	102
25 SHMG - 30 DAY AV FREQ	8.23	8.72				8.79				8.21				8.94			
30 DAY REACH	131152	19256	81.7	14.7	105	2808	80.2	2.1	103	5118	80.3	3.9	103	11330	82.8	8.6	106
CABLE TV: HOME WIRED	66879	9189	39.0	13.7	98	1063	30.3	1.6	76	2536	39.8	3.8	100	5591	40.9	8.4	102
HOME NOT WIRED	100848	14371	61.0	14.3	101	2440	69.7	2.4	116	3835	60.2	3.8	100	8095	59.1	8.0	98
HAVE PAY CABLE	35024	5225	22.2	14.9	106	568	16.2	1.6	78	1422	22.3	4.1	107	3236	23.6	9.2	113

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	12549	100.0	15.8	100	2094	100.0	2.6	100	3311	100.0	4.2	100	7143	100.0	9.0	100
HOUSEHOLD HEADS	66405	10975	87.5	16.5	104	1770	84.5	2.7	101	2969	89.7	4.5	107	6236	87.3	9.4	104
18 - 24	13945	1865	14.9	13.4	84	**261	12.5	1.9	71	*504	15.2	3.6	87	1100	15.4	7.9	88
25 - 34	19334	2931	23.4	15.2	96	427	20.4	2.2	84	749	22.6	3.9	93	1755	24.6	9.1	101
35 - 44	14196	2684	21.4	18.9	119	*350	16.7	2.5	93	720	21.7	5.1	121	1614	22.6	11.4	126
45 - 54	10896	2229	17.8	20.5	129	*399	19.1	3.7	139	632	19.1	5.8	139	1198	16.8	11.0	122
55 - 64	10378	1666	13.3	16.1	101	*319	15.2	3.1	116	*388	11.7	3.7	90	959	13.4	9.2	103
65 OR OLDER	10514	1174	9.4	11.2	71	338	16.1	3.2	122	318	9.6	3.0	72	518	7.3	4.9	55
18 - 34	33279	4797	38.2	14.4	91	688	32.9	2.1	78	1253	37.8	3.8	90	2855	40.0	8.6	95
18 - 49	52904	8559	68.2	16.2	102	1202	57.4	2.3	86	2319	70.0	4.4	105	5039	70.5	9.5	106
25 - 54	44426	7845	62.5	17.7	112	1177	56.2	2.6	100	2101	63.5	4.7	113	4567	63.9	10.3	114
35 - 49	19625	3762	30.0	19.2	121	513	24.5	2.6	99	1065	32.2	5.4	130	2184	30.6	11.1	123
50 OR OLDER	26359	3990	31.8	15.1	96	893	42.6	3.4	128	992	30.0	3.8	90	2105	29.5	8.0	89
GRADUATED COLLEGE	15982	3737	29.8	23.4	148	480	22.9	3.0	114	1039	31.4	6.5	156	2218	31.1	13.9	154
ATTENDED COLLEGE	13629	2341	18.7	17.2	108	*204	9.7	1.5	57	572	17.3	4.2	100	1565	21.9	11.5	127
GRADUATED HIGH SCHOOL	28591	4242	33.8	14.8	94	874	41.7	3.1	116	1025	31.0	3.6	86	2342	32.8	8.2	91
DID NOT GRADUATE HIGH SCHOOL	21061	2229	17.8	10.6	67	536	25.6	2.5	96	675	20.4	3.2	77	1018	14.3	4.8	54
EMPLOYED FULL-TIME	52316	8757	69.8	16.7	106	1317	62.9	2.5	95	2456	74.2	4.7	112	4984	69.8	9.5	106
EMPLOYED PART-TIME	4113	670	5.3	16.3	103	**119	7.3	3.7	140	**119	3.6	2.9	69	*399	5.6	9.7	108
NOT EMPLOYED	22834	3122	24.9	13.7	86	152	29.9	2.7	104	736	22.2	3.2	77	1760	24.6	7.7	86
PROFESSIONAL/MANAGER	15034	3553	28.3	23.6	149	*399	19.1	2.7	100	1003	30.3	6.7	160	2151	30.1	14.3	159
TECH/CLERICAL/SALES	11255	1843	14.7	16.4	103	*259	12.4	2.3	87	*406	12.3	3.6	86	1178	16.5	10.5	116
PRECISION/CRAFT	11607	1641	13.1	14.1	89	*306	14.6	2.6	100	*401	12.1	3.5	83	935	13.1	8.1	89
OTHER EMPLOYED	18534	2390	19.0	12.9	81	505	24.1	2.7	103	765	23.1	4.1	99	1119	15.7	6.0	67
SINGLE	19562	2974	23.7	15.2	96	567	27.1	2.9	110	750	22.7	3.8	92	1657	23.2	8.5	94
MARRIED	51896	8270	65.9	15.9	101	1285	61.4	2.5	94	2139	64.6	4.1	99	4845	67.8	9.3	104
DIVORCED/SEPARATED/WIDOWED	7804	1305	10.4	16.7	106	*242	11.6	3.1	117	*422	12.7	5.4	129	641	9.0	8.2	91
PARENTS	25372	4190	33.4	16.5	104	546	26.1	2.2	81	1113	33.6	4.4	105	2531	35.4	10.0	111
WHITE	69658	10534	83.9	15.1	96	1625	77.6	2.3	88	2599	78.5	3.7	89	6311	88.4	9.1	101
BLACK	7909	1570	12.5	19.9	125	388	18.5	4.9	186	519	15.7	6.7	157	663	9.3	8.4	93
OTHER	1696	*446	3.6	26.3	166	**82	3.9	4.8	183	**194	5.9	11.4	274	**170	2.4	10.0	111
NORTHEAST-CENSUS	17202	2980	23.7	17.3	109	438	20.9	2.5	96	570	17.2	3.3	79	1972	27.6	11.5	127
NORTH CENTRAL	20461	3219	25.7	15.7	99	619	29.6	3.0	115	787	23.8	3.8	92	1812	25.4	8.9	98
SOUTH	26695	2979	23.7	11.2	70	464	22.2	1.7	66	1094	33.0	4.1	98	1422	19.9	5.3	59
WEST	14906	3371	26.9	22.6	143	573	27.4	3.8	146	861	26.0	5.8	138	1937	27.1	13.0	144
NORTHEAST-MKTG.	17962	3060	24.4	17.0	108	490	23.4	2.7	103	686	20.7	3.8	91	1884	26.4	10.5	116
EAST CENTRAL	11741	1294	10.3	11.0	70	**180	8.6	1.5	58	*256	7.7	2.2	52	859	12.0	7.3	81
WEST CENTRAL	13518	2684	21.4	19.9	125	529	25.3	3.9	148	653	19.7	4.8	116	1502	21.0	11.1	123
SOUTH	23168	2449	19.5	10.6	67	*358	17.1	1.5	58	902	27.2	3.9	93	1189	16.6	5.1	57
PACIFIC	12874	3062	24.4	23.8	150	538	25.7	4.2	158	815	24.6	6.3	152	1709	23.9	13.3	147
COUNTY SIZE A	32596	6450	51.4	19.8	125	1092	52.1	3.4	127	1669	50.4	5.1	123	3689	51.6	11.3	126
COUNTY SIZE B	23814	3239	25.8	13.6	86	*477	22.8	2.0	76	855	25.8	3.6	86	1907	26.7	8.0	89
COUNTY SIZE C	12663	1873	14.9	14.8	93	*337	16.1	2.7	101	*389	11.7	3.1	74	1146	16.0	9.0	100
COUNTY SIZE D	10190	987	7.9	9.7	61	**188	9.0	1.8	70	*398	12.0	3.9	94	*402	5.6	3.9	44
METRO CENTRAL CITY	23190	4577	36.5	19.7	125	966	46.1	4.2	158	1339	40.4	5.8	138	2272	31.8	9.8	109
METRO SUBURBAN	36920	5968	47.6	16.2	102	744	35.5	2.0	76	1409	42.6	3.8	91	3814	53.4	10.3	115
NON METRO	19152	2005	16.0	10.5	66	*385	18.4	2.0	76	*563	17.0	2.9	70	1057	14.8	5.5	61
TOP 5 ADI'S	18703	4038	32.2	21.6	136	718	34.3	3.8	145	1033	31.2	5.5	132	2286	32.0	12.2	136
TOP 10 ADI'S	26158	5078	40.5	19.4	123	836	39.9	3.2	121	1478	44.6	5.7	135	2764	38.7	10.6	117
TOP 20 ADI'S	36612	7010	55.9	19.1	121	1135	54.2	3.1	117	1958	59.1	5.3	128	3917	54.8	10.7	119
HSGLD INC. \$50,000 OR MORE	9326	2023	16.1	21.7	137	*307	14.7	3.3	125	485	14.6	5.2	124	1231	17.2	13.2	146
\$40,000 OR MORE	18002	3615	28.8	20.1	127	592	28.3	3.3	124	843	25.5	4.7	112	2180	30.5	12.1	134
\$30,000 OR MORE	31361	6006	47.9	19.2	121	832	39.7	2.7	100	1592	48.1	5.1	122	3583	50.2	11.4	127
\$25,000 OR MORE	39858	7351	58.6	18.4	116	1069	51.1	2.7	102	1854	56.0	4.7	111	4429	62.0	11.1	123
\$20,000 - \$24,999	8664	1129	9.0	13.0	82	**168	8.0	1.9	73	*297	9.0	3.4	82	663	9.3	7.7	85
\$15,000 - \$19,999	7964	915	7.3	11.5	73	*221	10.6	2.8	105	*235	7.1	3.0	71	460	6.4	5.8	64
\$10,000 - \$14,999	11093	1507	12.0	13.6	86	387	18.5	3.5	132	*385	11.6	3.5	83	735	10.3	6.6	74
UNDER \$10,000	11683	1648	13.1	14.1	89	*250	11.9	2.1	81	*541	16.3	4.6	111	857	12.0	7.3	81
HOUSEHOLD OF 1 PERSON	7453	1437	11.5	19.3	122	325	15.5	4.4	165	408	12.3	5.5	131	704	9.9	9.4	105
2 PEOPLE	24757	3688	29.4	14.9	94	608	29.0	2.5	93	947	28.6	3.8	92	2133	29.9	8.6	96
3 OR 4 PEOPLE	32682	5123	40.8	15.7	99	695	33.2	2.1	80	1401	42.3	4.3	103	3028	42.4	9.3	103
5 OR MORE PEOPLE	14370	2301	18.3	16.0	101	*467	22.3	3.2	123	*555	16.8	3.9	92	1278	17.9	8.9	99
NO CHILD IN HSGLD	46768	7423	59.2	15.9	100	1341	64.0	2.9	109	2019	61.0	4.3	103	4063	56.9	8.7	96
CHILD(REN) UNDER 2 YRS	4799	708	5.6	14.8	93	**36	1.7	0.8	28	**211	6.4	4.4	105	*462	6.5	9.6	107
2 - 5 YEARS	11125	1560	12.4	14.0	89	**103	4.9	0.9	35	*368	11.1	3.3	79	1089	15.2	9.8	109
6 - 11 YEARS	14193	2185	17.4	15.4	97	*358	17.1	2.5	95	*473	14.3	3.3	80	1354	19.0	9.5	106
12 - 17 YEARS	17402	2733	21.8	15.7	99	*504	24.1	2.9	110	721	21.8	4.1	99	1508	21.1	8.7	96
RESIDENCE OWNED	56398	8616	68.7	15.3	96	1441	68.8	2.6	97	1954	59.0	3.5	83	5221	73.1	9.3	103
VALUE: \$50,000 OR MORE	34811	6089	48.5	17.5	110	974	46.5	2.8	106	1354	40.9	3.9	93	3761	52.7	10.8	120
VALUE: UNDER \$50,000	21587	2527	20.1	11.7	74	*467	22.3	2.2	82	*600	18.1	2.8	67	1459	20.4	6.8	75

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	12549	100.0	15.8	100	2094	100.0	2.6	100	3311	100.0	4.2	100	7143	100.0	9.0	100
MAGAZINES	QUINTILE 1	16033	3531	28.1	22.0	139	*414	19.8	2.6	98	934	28.2	5.8	139	2184	30.6	13.6	151
	QUINTILE 2	15354	2612	20.8	17.0	107	511	24.4	3.3	126	524	15.8	3.4	82	1576	22.1	10.3	114
	QUINTILE 3	15888	2363	18.8	14.9	94	*374	17.9	2.4	89	684	20.7	4.3	103	1305	18.3	8.2	91
	QUINTILE 4	17310	2513	20.0	14.5	92	*354	16.9	2.0	77	772	23.3	4.5	107	1387	19.4	8.0	89
	QUINTILE 5	14677	1530	12.2	10.4	66	441	21.1	3.0	114	*398	12.0	2.7	65	692	9.7	4.7	52
NEWSPAPERS	QUINTILE 1	15277	3279	26.1	21.5	136	505	24.1	3.3	125	786	23.7	5.1	123	1988	27.8	13.0	144
	QUINTILE 2	22745	3636	29.0	16.0	101	636	30.4	2.8	106	883	26.7	3.9	93	2117	29.6	9.3	103
	QUINTILE 3	10692	1522	12.1	14.2	90	**181	8.6	1.7	64	*319	9.6	3.0	71	1022	14.3	9.6	106
	QUINTILE 4	11646	1760	14.0	15.1	95	*303	14.5	2.6	98	*557	16.8	4.8	114	900	12.6	7.7	86
	QUINTILE 5	18903	2352	18.7	12.4	79	*470	22.4	2.5	94	766	23.1	4.1	97	1117	15.6	5.9	66
OUTDOOR	QUINTILE 1	16620	2865	22.8	17.2	109	490	23.4	2.9	112	752	22.7	4.5	108	1623	22.7	9.8	108
	QUINTILE 2	16377	2714	21.6	16.6	105	*390	18.6	2.4	90	630	19.0	3.8	92	1694	23.7	10.3	115
	QUINTILE 3	15995	2564	20.4	16.0	101	*476	22.7	3.0	113	741	22.4	4.6	111	1347	18.9	8.4	93
	QUINTILE 4	15592	2304	18.4	14.8	93	*360	17.2	2.3	87	602	18.2	3.9	92	1342	18.8	8.6	96
	QUINTILE 5	14679	2102	16.8	14.3	90	*378	18.1	2.6	97	587	17.7	4.0	96	1137	15.9	7.7	86
RADIO-DRIVE TIME	QUINTILE 1	15746	2665	21.2	16.9	107	565	27.0	3.6	136	760	23.0	4.8	116	1340	18.8	8.5	94
	QUINTILE 2	15067	2750	21.9	18.3	115	449	21.4	3.0	113	647	19.5	4.3	103	1654	23.2	11.0	122
	QUINTILE 3	15631	2415	19.2	15.5	98	*424	20.2	2.7	103	619	18.7	4.0	95	1373	19.2	8.8	97
	QUINTILE 4	16245	2555	20.4	15.7	99	*366	17.5	2.3	85	662	20.0	4.1	98	1526	21.4	9.4	104
	QUINTILE 5	16573	2163	17.2	13.1	82	*290	13.8	1.7	66	624	18.8	3.8	90	1250	17.5	7.5	84
RADIO-MID- DAY	TERCILE 1	21788	3750	29.9	17.2	109	827	39.5	3.8	144	941	28.4	4.3	103	1982	27.7	9.1	101
	TERCILE 2	21151	3192	25.4	15.1	95	489	23.4	2.3	88	943	28.5	4.5	107	1760	24.6	8.3	92
	TERCILE 3	36323	5607	44.7	15.4	98	779	37.2	2.1	81	1427	43.1	3.9	94	3402	47.6	9.4	104
RADIO-TOTAL	QUINTILE 1	15977	2860	22.8	17.9	113	572	27.3	3.6	136	773	23.3	4.8	116	1515	21.2	9.5	105
	QUINTILE 2	15923	2484	19.8	15.6	99	558	26.6	3.5	133	497	15.0	3.1	75	1430	20.0	9.0	100
	QUINTILE 3	14980	2559	20.4	17.1	108	*348	16.6	2.3	88	788	23.8	5.3	126	1423	19.9	9.5	105
	QUINTILE 4	17123	2673	21.3	15.6	99	*338	16.1	2.0	75	695	21.0	4.1	97	1639	22.9	9.6	106
	QUINTILE 5	15260	1973	15.7	12.9	82	*278	13.3	1.8	69	558	16.9	3.7	88	1137	15.9	7.5	83
TV-PRIME TIME	QUINTILE 1	15674	2098	16.7	13.4	85	*337	16.1	2.2	81	483	14.6	3.1	74	1278	17.9	8.2	90
	QUINTILE 2	15944	2587	20.6	16.2	102	*433	20.7	2.7	103	638	19.3	4.0	96	1516	21.2	9.5	106
	QUINTILE 3	16037	2669	21.3	16.6	105	437	20.9	2.7	103	624	18.8	3.9	93	1608	22.5	10.0	111
	QUINTILE 4	15412	2668	21.3	17.3	109	463	22.1	3.0	114	783	23.6	5.1	122	1422	19.9	9.2	102
	QUINTILE 5	16194	2527	20.1	15.6	99	*424	20.2	2.6	99	783	23.6	4.8	116	1320	18.5	8.2	90
TV-DAYTIME	TERCILE 1	19156	2414	19.2	12.6	80	514	24.5	2.7	102	573	17.3	3.0	72	1328	18.6	6.9	77
	TERCILE 2	19343	2906	23.2	15.0	95	*382	18.2	2.0	75	725	21.9	3.7	90	1798	25.2	9.3	103
	TERCILE 3	40764	7229	57.6	17.7	112	1198	57.2	2.9	111	2013	60.8	4.9	118	4018	56.3	9.9	109
TV-TOTAL	QUINTILE 1	15844	2245	17.9	14.2	89	*335	16.0	2.1	80	620	18.7	3.9	94	1290	18.1	8.1	90
	QUINTILE 2	15767	2244	17.9	14.2	90	507	24.2	3.2	122	455	13.7	2.9	69	1282	17.9	8.1	90
	QUINTILE 3	15775	2526	20.1	16.0	101	428	20.4	2.7	103	623	18.8	3.9	95	1474	20.6	9.3	104
	QUINTILE 4	15903	2556	20.4	16.1	102	*394	18.8	2.5	94	586	17.7	3.7	88	1576	22.1	9.9	110
	QUINTILE 5	15974	2979	23.7	18.6	118	*431	20.6	2.7	102	1027	31.0	6.4	154	1522	21.3	9.5	106
MAGAZINES-NEWSPAPERS: DUAL		21225	4443	35.4	20.9	132	660	31.5	3.1	118	1115	33.7	5.3	126	2668	37.4	12.6	139
MAGAZINE IMPERATIVE		17728	2733	21.8	15.4	97	*416	19.9	2.3	89	712	21.5	4.0	96	1605	22.5	9.1	100
NEWSPAPER IMPERATIVE		22967	3153	25.1	13.7	87	569	27.2	2.5	94	747	22.6	3.2	78	1838	25.7	8.0	89
MAGAZINES-OUTDOOR: DUAL		16244	3132	25.0	19.3	122	*340	16.2	2.1	79	710	21.4	4.4	105	2082	29.1	12.8	142
MAGAZINE IMPERATIVE		24016	4219	33.6	17.6	111	756	36.1	3.1	119	1099	33.2	4.6	110	2363	33.1	9.8	109
OUTDOOR IMPERATIVE		26020	3686	29.4	14.2	89	772	36.9	3.0	112	1055	31.9	4.1	97	1859	26.0	7.1	79
MAGAZINES-RADIO: DUAL		16918	3421	27.3	20.2	128	634	30.3	3.7	142	870	26.3	5.1	123	1918	26.9	11.3	126
MAGAZINE IMPERATIVE		23456	4148	33.1	17.7	112	478	22.8	2.0	77	995	30.1	4.2	102	2675	37.4	11.4	127
RADIO IMPERATIVE		23900	3311	26.4	13.9	88	683	32.6	2.9	108	876	26.5	3.7	88	1752	24.5	7.3	81
MAGAZINES-TELEVISION: DUAL		15791	2907	23.2	18.4	116	539	25.7	3.4	129	638	19.3	4.0	97	1731	24.2	11.0	122
MAGAZINE IMPERATIVE		25476	4876	38.9	19.1	121	630	30.1	2.5	94	1280	38.7	5.0	120	2966	41.5	11.6	129
TELEVISION IMPERATIVE		25744	2962	23.6	11.5	73	602	28.7	2.3	89	824	24.9	3.2	77	1536	21.5	6.0	66
NEWSPAPERS-OUTDOOR: DUAL		17628	3179	25.3	18.0	114	454	21.7	2.6	97	809	24.4	4.6	110	1916	26.8	10.9	121
NEWSPAPER IMPERATIVE		26414	4512	36.0	17.1	108	797	38.1	3.0	114	991	29.9	3.8	90	2724	38.1	10.3	114
OUTDOOR IMPERATIVE		23059	3386	27.0	14.7	93	622	29.7	2.7	102	964	29.1	4.2	100	1801	25.2	7.8	87
NEWSPAPERS-RADIO: DUAL		17996	3429	27.3	19.1	120	736	35.1	4.1	155	853	25.8	4.7	113	1839	25.7	10.2	113
NEWSPAPER IMPERATIVE		26269	4431	35.3	16.9	107	523	25.0	2.0	75	1037	31.3	3.9	95	2870	40.2	10.9	121
RADIO IMPERATIVE		21342	3098	24.7	14.5	92	596	28.5	2.8	106	811	24.5	3.8	91	1691	23.7	7.9	88
NEWSPAPERS-TELEVISION: DUAL		17359	2792	22.2	16.1	102	473	22.6	2.7	103	561	16.9	3.2	77	1757	24.6	10.1	112
NEWSPAPER IMPERATIVE		26889	5086	40.5	18.9	119	767	36.6	2.9	108	1274	38.5	4.7	113	3045	42.6	11.3	126
TELEVISION IMPERATIVE		21698	2702	21.5	12.5	79	545	26.0	2.5	95	816	24.6	3.8	90	1342	18.8	6.2	69
OUTDOOR-RADIO: DUAL		16456	2806	22.4	17.1	108	448	21.4	2.7	103	727	22.0	4.4	106	1630	22.8	9.9	110
OUTDOOR IMPERATIVE		25870	4031	32.1	15.6	98	565	27.0	2.2	83	1065	32.2	4.1	99	2401	33.6	9.3	103
RADIO IMPERATIVE		23943	3894	31.0	16.3	103	876	41.8	3.7	138	985	29.7	4.1	98	2033	28.5	8.5	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	12549	100.0	15.8	100	2094	100.0	2.6	100	3311	100.0	4.2	100	7143	100.0	9.0	100
ATLANTIC MONTHLY	452	*201	1.6	44.5	281	**13	0.6	2.9	109	**88	2.7	19.5	466	**100	1.4	22.1	245
BARRON'S	1058	394	3.1	37.2	235	**50	2.4	4.7	179	**79	2.4	7.5	179	*265	3.7	25.0	278
BETTER HOMES & GARDENS	4773	1088	8.7	22.8	144	*97	4.6	2.0	77	315	9.5	6.6	158	676	9.5	14.2	157
BON APPETIT	1037	398	3.2	38.4	242	**60	2.9	5.8	219	**140	4.2	13.5	323	*199	2.8	19.2	213
BUSINESS WEEK	3193	733	5.8	23.0	145	**66	3.2	2.1	78	*252	7.6	7.9	189	414	5.8	13.0	144
CAR AND DRIVER	2705	539	4.3	19.9	126	**51	2.4	1.9	71	**214	6.5	7.9	189	274	3.8	10.1	112
CBS MAGAZINE NETWORK (GROSS)	5678	1201	9.6	21.2	134	*142	6.8	2.5	95	526	15.9	9.3	222	533	7.5	9.4	104
CHANGING TIMES	1847	524	4.2	28.4	179	**58	2.8	3.1	119	*159	4.8	8.6	206	*307	4.3	16.6	184
COLONIAL HOMES	492	*153	1.2	31.1	196	*88	0.4	1.6	62	**48	1.4	9.8	234	*96	1.3	19.5	217
CONDE NAST MAG. PKG. (GROSS)	2066	643	5.1	31.1	197	**147	7.0	7.1	269	*300	9.1	14.5	348	*196	2.7	9.5	105
CONSUMERS DIGEST	1719	439	3.5	25.5	161	**41	2.0	2.4	90	**132	4.0	7.7	184	*267	3.7	15.5	172
COSMOPOLITAN	1762	472	3.8	26.8	169	**42	2.0	2.4	90	*157	4.7	8.9	213	*273	3.8	15.5	172
COUNTRY LIVING	1110	*199	1.6	17.9	113	*27	1.3	2.4	92	**60	1.8	5.4	129	**112	1.6	10.1	112
CUISINE	660	303	2.4	45.9	290	**74	3.5	11.2	424	*91	2.7	13.8	330	*138	1.9	20.9	232
CYCLE WORLD	1924	*264	2.1	13.7	87	**58	2.8	3.0	114	**72	2.2	3.7	90	**135	1.9	7.0	78
DCI:CREATIVE IDEAS FOR LIV	437	**128	1.0	29.3	185	**18	0.9	4.1	156	**70	2.1	16.0	383	**40	0.6	9.2	102
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	508	4.0	20.4	129	**30	1.4	1.2	46	*184	5.6	7.4	177	294	4.1	11.8	131
DISCOVER	1279	339	2.7	26.5	167	**13	0.6	1.0	38	**143	4.3	11.2	268	*182	2.5	14.2	158
EBONY	2898	661	5.3	22.8	144	*171	8.2	5.9	223	*214	6.5	7.4	177	276	3.9	9.5	106
ESQUIRE	1384	351	2.8	25.4	160	**50	2.4	3.6	137	**136	4.1	9.8	235	*165	2.3	11.9	132
ESSENCE	850	330	2.6	38.8	245	**91	4.3	10.7	405	**90	2.7	10.6	253	**148	2.1	17.4	193
FAMILY CIRCLE	2430	474	3.8	19.5	123	**53	2.5	2.2	83	**96	2.9	4.0	95	326	4.6	13.4	149
THE FAMILY HANDYMAN	2356	566	4.5	24.0	152	**93	4.4	3.9	149	**110	3.3	4.7	112	363	5.1	15.4	171
FAMILY WEEKLY	11533	1733	13.8	15.0	95	*207	9.9	1.8	68	479	14.5	4.2	99	1046	14.6	9.1	101
FIELD & STREAM	7444	1067	8.5	14.3	91	**119	5.7	1.6	61	339	10.2	4.6	109	610	8.5	8.2	91
FOOD & WINE	416	*177	1.4	42.5	269	**38	1.8	9.1	346	**67	2.0	16.1	386	*71	1.0	17.1	189
FORBES	1865	569	4.5	30.5	193	**52	2.5	2.8	106	*129	3.9	6.9	166	388	5.4	20.8	231
FORTUNE	1849	577	4.6	31.2	197	**49	2.3	2.7	100	*130	3.9	7.0	168	398	5.6	21.5	239
GENTLEMEN'S QUARTERLY	2284	611	4.9	26.8	169	**105	5.0	4.6	174	**145	4.4	6.3	152	361	5.1	15.8	175
GLAMOUR	538	**171	1.4	31.8	201	**26	1.2	4.8	183	**92	2.8	17.1	409	**54	0.8	10.0	111
GOLF DIGEST	1649	424	3.4	25.7	162	**47	2.2	2.9	108	**139	4.2	8.4	202	238	3.3	14.4	160
GOLF DIGEST/TENNIS (GROSS)	2294	570	4.5	24.8	157	**59	2.8	2.6	97	*201	6.1	8.8	210	310	4.3	13.5	150
GOLF MAGAZINE	1577	371	3.0	23.5	149	**26	1.2	1.6	62	*180	5.4	11.4	273	*165	2.3	10.5	116
GOLF MAGAZINE/SKI (GROSS)	2487	604	4.8	24.3	153	*330	1.4	1.2	46	*301	9.1	12.1	290	273	3.8	11.0	122
GOOD HOUSEKEEPING	2569	506	4.0	19.7	124	*337	1.8	1.4	55	*151	4.6	5.9	141	318	4.5	12.4	137
HARPER'S BAZAAR	431	**163	1.3	37.8	239	**25	1.2	5.8	220	**86	2.6	20.0	478	**52	0.7	12.1	134
HEALTH	788	*213	1.7	27.0	171	**29	1.4	3.7	139	**93	2.8	11.8	283	**92	1.3	11.7	130
HEARST MAG CORP. BUY (GROSS)	18781	4307	34.3	22.9	145	603	28.8	3.2	122	1452	43.9	7.7	185	2251	31.5	12.0	133
HEARST MAN POWER (GROSS)	9169	1871	14.9	20.4	129	307	14.7	3.3	127	606	18.3	6.6	158	959	13.4	10.5	116
HEARST WOMAN POWER (GROSS)	5452	1226	9.8	22.5	142	**123	5.9	2.3	85	390	11.8	7.2	171	713	10.0	13.1	145
HOUSE BEAUTIFUL	1020	345	2.7	33.8	214	**64	3.1	6.3	238	**108	3.3	10.6	253	**173	2.4	17.0	188
INC.	993	418	3.3	42.1	266	**35	1.7	3.5	133	*180	5.4	18.1	434	*203	2.8	20.4	227
JET	2808	639	5.1	22.8	144	*186	8.9	6.6	251	*196	5.9	7.0	167	257	3.6	9.2	102
LADIES' HOME JOURNAL	1868	453	3.6	24.3	153	*550	2.4	2.7	101	**147	4.4	7.9	188	*257	3.6	13.8	153
LHJ FAMILY GRP COMBO(GROSS)	3582	907	7.2	25.3	160	**110	5.3	3.1	116	*324	9.8	9.0	217	473	6.6	13.2	147
LIFE	4817	957	7.6	19.9	125	*162	7.7	3.4	127	*213	6.4	4.4	106	581	8.1	12.1	134
L.A. TIMES HOME MAGAZINE	1465	396	3.2	27.0	171	*121	5.8	8.3	313	**100	3.0	6.8	163	*175	2.4	11.9	133
MADemoiselle	460	**142	1.1	30.9	195	**19	0.9	4.1	156	*84	2.5	18.3	437	*39	0.5	8.5	94
MC CALL'S	1764	431	3.4	24.4	154	**60	2.9	3.4	129	*155	4.7	8.8	210	*216	3.0	12.2	136
MC CALL'S/WRK MOTHER (GROSS)	2062	584	4.7	28.3	179	*84	4.0	4.1	154	*211	6.4	10.2	245	*289	4.0	14.0	156
MECHANIX ILLUSTRATED	3625	604	4.8	16.7	105	**98	4.7	2.7	102	**125	3.8	3.4	83	381	5.3	10.5	117
METROPOLITAN HOME	495	*210	1.7	42.4	268	**24	1.1	4.8	184	**105	3.2	21.2	508	**81	1.1	16.4	182
MONEY	3017	834	6.6	27.6	175	**95	4.5	3.1	119	*251	7.6	8.3	199	*487	6.8	16.1	179
MOTHER EARTH NEWS	1203	*272	2.2	22.6	143	*33	0.1	0.2	9	*136	4.1	11.3	271	*133	1.9	11.1	123
MS.	*257	**148	1.2	57.6	364	*16	0.8	6.2	236	**84	2.5	32.7	782	*438	0.7	18.7	207
NATIONAL ENQUIRER	6921	1108	8.8	16.0	101	*197	9.4	2.8	108	*317	9.6	4.6	110	594	8.3	8.6	95
NATIONAL GEOGRAPHIC	11626	2649	21.1	22.8	144	328	15.7	2.8	107	717	21.7	6.2	148	1605	22.5	13.8	153
NATIONAL SUNDAY MAGAZINE PKG	49424	8692	69.3	17.6	111	1332	63.6	2.7	102	2191	66.2	4.4	106	5169	72.4	10.5	116
NATURAL HISTORY	753	*204	1.6	27.1	171	*77	0.3	0.9	35	*88	2.7	11.7	280	*108	1.5	14.3	159
NEW WOMAN	*296	**126	1.0	42.6	269	*31	1.5	10.5	396	*48	1.4	16.2	388	*47	0.7	15.9	176
NEW YORK INCLUDING CUE	541	*178	1.4	32.9	208	**20	1.0	3.7	140	*62	1.9	11.5	274	*96	1.3	17.7	197
THE NEW YORKER	1078	368	2.9	34.1	216	**33	1.6	3.1	116	*95	2.9	8.8	211	240	3.4	22.3	247
NEWSWEEK	9602	1876	14.9	19.5	123	185	8.8	1.9	73	477	14.4	5.0	119	1214	17.0	12.6	140
THE N.Y. TIMES DAILY EDITION	1376	487	3.9	35.4	224	*83	4.0	6.0	228	*127	3.8	9.2	221	276	3.9	20.1	223
THE N.Y. TIMES MAGAZINE	2110	718	5.7	34.0	215	*105	5.0	5.0	188	*154	4.7	7.3	175	460	6.4	21.8	242
OMNI	1927	451	3.6	23.4	148	*74	3.5	3.8	145	*152	4.6	7.9	189	224	3.1	11.6	129
ON CABLE	911	*186	1.5	20.4	129	*23	1.1	2.5	96	*84	2.5	9.2	221	*79	1.1	8.7	96
1001 HOME IDEAS	927	*240	1.9	25.9	164	*31	1.5	3.3	127	*85	2.6	9.2	220	*124	1.7	13.4	148
ORGANIC GARDENING	1430	*255	2.0	17.8	113	*38	1.8	2.7	101	*69	2.1	4.8	116	*148	2.1	10.3	115
OUTDOOR LIFE	4064	586	4.7	14.4	91	*107	5.1	2.6	100	*196	5.9	4.8	115	283	4.0	7.0	77
PARADE MAGAZINE	24538	4315	34.4	17.6	111	681	32.5	2.8	105	1049	31.7	4.3	102	2585	36.2	10.5	117

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	12549	100.0	15.8	100	2094	100.0	2.6	100	3311	100.0	4.2	100	7143	100.0	9.0	100
PARENTS	1126	305	2.4	27.1	171	**42	2.0	3.7	141	**129	3.9	11.5	274	*134	1.9	11.9	132
PENTHOUSE	4157	933	7.4	22.4	142	*116	5.5	2.8	106	*252	7.6	6.1	145	565	7.9	13.6	151
PEOPLE	7591	1476	11.8	19.4	123	257	12.3	3.4	128	339	10.2	4.5	107	880	12.3	11.6	129
PLAYBOY	8379	1643	13.1	19.6	124	262	12.5	3.1	118	447	13.5	5.3	128	934	13.1	11.1	124
POPULAR HOT RODDING	2110	*382	3.0	18.1	114	**25	1.2	1.2	45	**113	3.4	5.4	128	*245	3.4	11.6	129
POPULAR MECHANICS	4850	979	7.8	20.2	127	*176	8.4	3.6	137	*248	7.5	5.1	122	555	7.8	11.4	127
POPULAR SCIENCE	3397	842	6.7	24.8	157	*172	8.2	5.1	192	*238	7.2	7.0	168	432	6.0	12.7	141
PREVENTION	1720	322	2.6	18.7	118	**38	1.8	2.2	84	*144	4.3	8.4	200	*140	2.0	8.1	90
PSYCHOLOGY TODAY	1344	352	2.8	26.2	165	**39	1.9	2.9	110	*148	4.5	11.0	264	*165	2.3	12.3	136
READER'S DIGEST	16016	2832	22.6	17.7	112	493	23.5	3.1	117	833	25.2	5.2	125	1507	21.1	9.4	104
REDBOOK	1121	*248	2.0	22.1	140	**44	2.1	3.9	149	**82	2.5	7.3	175	**122	1.7	10.9	121
ROAD & TRACK	2161	507	4.0	23.5	148	**46	2.2	2.1	81	*222	6.7	10.3	246	*240	3.4	11.1	123
ROLLING STONE	1948	335	2.7	17.2	109	**25	1.2	1.3	49	*130	3.9	6.7	160	*181	2.5	9.3	103
RUNNER'S WORLD	899	*244	1.9	27.1	171	**28	1.3	3.1	118	*103	3.1	11.5	274	*113	1.6	12.6	139
SATURDAY EVENING POST	841	*205	1.6	24.4	154	**48	2.3	5.7	216	*94	2.8	11.2	268	*62	0.9	7.4	82
SCIENCE 84	841	*242	1.9	28.8	182	**43	2.1	5.1	194	**95	2.9	11.3	270	*104	1.5	12.4	137
SCIENCE DIGEST	1194	*337	2.7	28.2	178	**73	3.5	6.1	231	*155	4.7	13.0	311	*109	1.5	9.1	101
SCIENTIFIC AMERICAN	1379	372	3.0	27.0	170	**32	1.5	2.3	88	*132	4.0	9.6	229	*208	2.9	15.1	167
SELF	436	*148	1.2	33.9	214	*40	1.9	9.2	347	*43	1.3	9.9	236	*64	0.9	14.7	163
SEVENTEEN	614	*185	1.5	30.1	190	**30	1.4	4.9	185	*81	2.4	13.2	316	*73	1.0	11.9	132
SKI	910	*234	1.9	25.7	162	**5	0.2	0.5	21	*122	3.7	13.4	321	*107	1.5	11.8	130
SMITHSONIAN	2937	810	6.5	27.6	174	*79	3.8	2.7	102	*267	8.1	9.1	218	463	6.5	15.8	175
SOAP OPERA DIGEST	545	*206	1.6	37.8	239	*43	2.1	7.9	299	*58	1.8	10.6	255	*105	1.5	19.3	214
SOUTHERN LIVING	2054	380	3.0	18.5	117	**12	0.6	0.6	22	*114	3.4	5.6	133	*253	3.5	12.3	137
SPORT	2799	622	5.0	22.2	140	*83	4.0	3.0	112	*187	5.6	6.7	160	351	4.9	12.5	139
THE SPORTING NEWS	1938	490	3.9	25.3	160	**48	2.3	2.5	94	*155	4.7	8.0	191	*287	4.0	14.8	164
SPORTS AFIELD	3125	555	4.4	17.8	112	*58	2.8	1.9	70	*202	6.1	6.5	155	*295	4.1	9.4	105
SPORTS ILLUSTRATED	11159	2030	16.2	18.2	115	265	12.7	2.4	90	560	16.9	5.0	120	1206	16.9	10.8	120
STAR	4095	676	5.4	16.5	104	*161	7.7	3.9	149	*130	3.9	3.2	76	385	5.4	9.4	104
SUNDAY	25169	4678	37.3	18.6	117	855	40.8	3.4	129	1093	33.0	4.3	104	2729	38.2	10.8	120
SUNSET	1294	537	4.3	41.5	262	**60	2.9	4.6	176	*108	3.3	8.3	200	*369	5.2	28.5	316
TV GUIDE	18508	2913	23.2	15.7	99	513	24.5	2.8	105	715	21.6	3.9	92	1685	23.6	9.1	101
TENNIS	645	*146	1.2	22.6	143	**12	0.6	1.9	70	*62	1.9	9.6	230	*72	1.0	11.2	124
TIME	12124	2661	21.2	21.9	139	380	18.1	3.1	119	805	24.3	6.6	159	1475	20.6	12.2	135
TOWN & COUNTRY	493	*185	1.5	37.5	237	**30	1.4	6.1	230	*72	2.2	14.6	350	*83	1.2	16.8	187
TRAVEL & LEISURE	1122	416	3.3	37.1	234	**76	3.6	6.8	256	*132	4.0	11.8	282	*208	2.9	18.5	206
TRUE STORY	690	*155	1.2	22.5	142	**28	1.3	4.1	154	*63	1.9	9.1	219	*63	0.9	9.1	101
U.S. NEWS & WORLD REPORT	6571	1362	10.9	20.7	131	*186	8.9	2.8	107	459	13.9	7.0	167	716	10.0	10.9	121
USA TODAY	3120	802	6.4	25.7	162	*81	3.9	2.6	98	*234	7.1	7.5	180	487	6.8	15.6	173
US	1315	377	3.0	28.7	181	*54	2.6	4.1	155	*100	3.0	7.6	182	*224	3.1	17.0	189
VOGUE	632	*182	1.5	28.8	182	**62	3.0	9.8	371	*80	2.4	12.7	303	*40	0.6	6.3	70
WALL STREET JOURNAL	4247	1248	9.9	29.4	186	*102	4.9	2.4	91	321	9.7	7.6	181	825	11.5	19.4	216
WEIGHT WATCHERS	398	*89	0.7	22.4	141	*25	1.2	6.3	238	*16	0.5	4.0	96	*47	0.7	11.8	131
WOMAN'S DAY	1139	*294	2.3	25.8	163	*51	2.4	4.5	169	*85	2.6	7.5	179	*157	2.2	13.8	153
WORKING MOTHER	*298	*152	1.2	51.0	322	*24	1.1	8.1	305	*56	1.7	18.8	450	*73	1.0	24.5	272
WORKING WOMAN	327	*151	1.2	46.2	292	*36	1.7	11.0	417	*79	2.4	24.2	578	*37	0.5	11.3	126
WORLD TENNIS	397	*122	1.0	30.7	194	*13	0.6	3.3	124	*76	2.3	19.1	458	*34	0.5	8.6	95
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2165	17.3	22.5	142	*223	10.6	2.3	88	870	26.3	9.0	216	1072	15.0	11.1	123
BLAIR INSERTS	43762	8130	64.8	18.6	117	1276	60.9	2.9	110	1980	59.8	4.5	108	4874	68.2	11.1	124
DAILY NEWSPAPERS																	
READ ANY	52459	8762	69.8	16.7	105	1433	68.4	2.7	103	2167	65.4	4.1	99	5162	72.3	9.8	109
READ ONE	41891	6544	52.1	15.6	99	1112	53.1	2.7	100	1659	50.1	4.0	95	3773	52.8	9.0	100
READ TWO OR MORE	10568	2218	17.7	21.0	133	321	15.3	3.0	115	508	15.3	4.8	115	1389	19.4	13.1	146
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	9108	72.6	17.5	111	1424	68.0	2.7	104	2273	68.6	4.4	105	5411	75.8	10.4	116
READ ONE	44561	7298	58.2	16.4	103	1123	53.6	2.5	95	1871	56.5	4.2	101	4304	60.3	9.7	107
READ TWO OR MORE	7368	1811	14.4	24.6	155	302	14.4	4.1	155	403	12.2	5.5	131	1107	15.5	15.0	167
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.01				31.04				30.02				33.24			
30 DAY REACH	71522	11380	90.7	15.9	100	1876	89.6	2.6	99	3052	92.2	4.3	102	6452	90.3	9.0	100
50 SHWG - 30 DAY AV FREQ	15.55	16.66				15.96				15.74				17.30			
30 DAY REACH	68168	10957	87.3	16.1	102	1830	87.4	2.7	102	2905	87.7	4.3	102	6223	87.1	9.1	101
25 SHWG - 30 DAY AV FREQ	8.43	8.88				8.64				8.53				9.11			
30 DAY REACH	62898	10255	81.7	16.3	103	1685	80.5	2.7	101	2679	80.9	4.3	102	5891	82.5	9.4	104
CABLE TV: HOME WIRED	31664	4830	38.5	15.3	96	739	35.3	2.3	88	1183	35.7	3.7	89	2908	40.7	9.2	102
HOME NOT WIRED	47599	7719	61.5	16.2	102	1355	64.7	2.8	108	2128	64.3	4.5	107	4235	59.3	8.9	99
HAVE PAY CABLE	17139	2898	23.1	16.9	107	*357	17.0	2.1	79	714	21.6	4.2	100	1828	25.6	10.7	118

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	11010	100.0	12.4	100	1408	100.0	1.6	100	3060	100.0	3.5	100	6542	100.0	7.4	100
FEMALE HOMEMAHERS	80986	10093	91.7	12.5	100	1194	84.8	1.5	93	2670	87.3	3.3	95	6229	95.2	7.7	104
EMPLOYED MOTHERS	18702	2646	24.0	14.1	114	*320	22.7	1.7	108	594	19.4	3.2	92	1732	26.5	9.3	125
18 - 24	14726	1489	13.5	10.1	81	*330	23.4	2.2	141	*508	16.6	3.4	100	651	10.0	4.4	60
25 - 34	20202	3103	28.2	15.4	123	*262	18.6	1.3	81	779	25.5	3.9	111	2062	31.5	10.2	138
35 - 44	14781	1962	17.8	13.3	107	*258	18.3	1.7	110	*456	14.9	3.1	89	1248	19.1	8.4	114
45 - 54	11449	1556	14.1	13.6	109	*153	10.9	1.3	84	*420	13.7	3.7	106	984	15.0	8.6	116
55 - 64	11846	1483	13.5	12.5	101	*140	9.9	1.2	74	*485	15.8	4.1	118	857	13.1	7.2	98
65 OR OLDER	15459	1418	12.9	9.2	74	*265	18.8	1.7	108	412	13.5	2.7	77	741	11.3	4.8	65
18 - 34	34928	4592	41.7	13.1	106	592	42.0	1.7	106	1287	42.1	3.7	107	2713	41.5	7.8	105
18 - 49	55154	7400	67.2	13.4	108	979	69.5	1.8	112	1972	64.4	3.6	103	4450	68.0	8.1	109
25 - 54	46433	6621	60.1	14.3	115	673	47.8	1.4	91	1655	54.1	3.6	103	4293	65.6	9.2	125
35 - 49	20226	2808	25.5	13.9	112	*387	27.5	1.9	120	685	22.4	3.4	98	1737	26.6	8.6	116
50 OR OLDER	33310	3610	32.8	10.8	87	430	30.5	1.3	81	1088	35.6	3.3	94	2093	32.0	6.3	85
GRADUATED COLLEGE	12110	2222	20.2	18.3	147	*167	11.9	1.4	87	534	17.5	4.4	127	1521	23.2	12.6	170
ATTENDED COLLEGE	15309	2457	22.3	16.0	129	*211	15.0	1.4	87	*604	19.7	3.9	114	1642	25.1	10.7	145
GRADUATED HIGH SCHOOL	36912	4289	39.0	11.6	93	699	49.6	1.9	119	1244	40.7	3.4	97	2346	35.9	6.4	86
DID NOT GRADUATE HIGH SCHOOL	24134	2042	18.5	8.5	68	*331	23.5	1.4	86	678	22.2	2.8	81	1033	15.8	4.3	58
EMPLOYED FULL-TIME	35457	5363	48.7	15.1	122	662	47.0	1.9	117	1370	44.8	3.9	112	3330	50.9	9.4	127
EMPLOYED PART-TIME	8514	946	8.6	11.1	89	*559	4.2	0.7	44	*295	9.6	3.5	100	593	9.1	7.0	94
NOT EMPLOYED	44494	4702	42.7	10.6	85	687	48.8	1.5	97	1395	45.6	3.1	91	2619	40.0	5.9	80
PROFESSIONAL/MANAGER	10811	2033	18.5	18.8	151	*156	11.1	1.4	91	*481	15.7	4.4	129	1396	21.3	12.9	175
TECH/CLERICAL/SALES	19640	3014	27.4	15.3	123	*373	26.5	1.9	119	738	24.1	3.8	109	1904	29.1	9.7	131
PRECISION/CRAFT	1023	*150	1.4	4.7	118	*0	0.0	0.0	0	*464	2.1	6.3	181	*886	1.3	8.4	114
OTHER EMPLOYED	12498	1111	10.1	8.9	71	*192	13.6	1.5	97	*383	12.5	3.1	89	537	8.2	4.3	58
SINGLE	15995	2295	20.8	14.3	115	*413	29.3	2.6	162	764	25.0	4.8	138	1118	17.1	7.0	95
MARRIED	51689	6156	55.9	11.9	96	613	43.5	1.2	75	1497	48.9	2.9	84	4046	61.8	7.8	106
DIVORCED/SEPARATED/WIDOWED	20780	2560	23.3	12.3	99	382	27.1	1.8	115	799	26.1	3.8	111	1379	21.1	6.6	90
PARENTS	33922	4300	39.1	12.7	102	542	38.5	1.6	100	914	29.9	2.7	78	2844	43.5	8.4	113
WHITE	76422	9191	83.5	12.0	97	1001	71.1	1.3	82	2435	79.6	3.2	92	5755	88.0	7.5	102
BLACK	10066	1580	14.4	15.7	126	*382	27.1	3.8	238	595	19.4	5.9	171	604	9.2	6.0	81
OTHER	1976	*240	2.2	12.1	98	*26	1.8	1.3	83	*330	1.0	1.5	44	*184	2.8	9.3	126
NORTHEAST-CENSUS	19803	2825	25.7	14.3	115	*335	23.8	1.7	106	701	22.9	3.5	102	1789	27.3	9.0	122
NORTH CENTRAL	22181	2807	25.5	12.7	102	521	37.0	2.3	148	685	22.4	3.1	89	1601	24.5	7.2	98
SOUTH	30082	2692	24.5	8.9	72	*415	29.5	1.4	87	954	31.2	3.2	92	1324	20.2	4.4	61
WEST	16398	2687	24.4	16.4	132	*139	9.9	0.8	53	720	23.5	4.4	127	1829	28.0	11.2	151
NORTHEAST-MKTG.	20163	3273	29.7	16.2	130	483	34.3	2.4	151	889	29.1	4.4	127	1901	29.1	9.4	127
EAST CENTRAL	13054	1039	9.4	8.0	64	*121	8.6	0.9	58	*306	10.0	2.3	68	613	9.4	4.7	63
WEST CENTRAL	14993	2222	20.2	14.8	119	*433	30.8	2.9	181	486	15.9	3.2	94	1303	19.9	8.7	118
SOUTH	25785	2046	18.6	7.9	64	*248	17.6	1.0	60	707	23.1	2.7	79	1092	16.7	4.2	57
PACIFIC	14470	2430	22.1	16.8	135	*124	8.8	0.9	54	*673	22.0	4.7	134	1633	25.0	11.3	153
COUNTY SIZE A	36705	5899	53.6	16.1	129	890	63.2	2.4	152	1673	54.7	4.6	132	3336	51.0	9.1	123
COUNTY SIZE B	26819	2908	26.4	10.8	87	*238	16.9	0.9	56	928	30.3	3.5	100	1742	26.6	6.5	88
COUNTY SIZE C	13597	1320	12.0	9.7	78	*88	6.3	0.6	41	*271	8.9	2.0	58	961	14.7	7.1	96
COUNTY SIZE D	11344	884	8.0	7.8	63	*192	13.6	1.7	106	*188	6.1	1.7	48	504	7.7	4.4	60
METRO CENTRAL CITY	26825	3929	35.7	14.6	118	601	42.7	2.2	141	1069	34.9	4.0	115	2258	34.5	8.4	114
METRO SUBURBAN	39912	5147	46.7	12.9	104	530	37.6	1.3	83	1565	51.1	3.9	113	3053	46.7	7.6	103
NON METRO	21728	1934	17.6	8.9	72	*278	19.7	1.3	80	*425	13.9	2.0	57	1231	18.8	5.7	77
TOP 5 ADI'S	20847	3837	34.9	18.4	148	505	35.9	2.4	152	976	31.9	4.7	135	2357	36.0	11.3	153
TOP 10 ADI'S	28719	4896	44.5	17.0	137	650	46.2	2.3	142	1326	43.3	4.6	133	2921	44.6	10.2	138
TOP 20 ADI'S	40904	6392	58.1	15.6	126	838	59.5	2.0	129	1835	60.0	4.5	130	3720	56.9	9.1	123
HSGLD INC. \$50,000 OR MORE	7931	1437	13.1	18.1	146	*145	10.3	1.8	115	*297	9.7	3.7	108	995	15.2	12.5	170
\$40,000 OR MORE	15233	2602	23.6	17.1	137	*323	22.9	2.1	133	621	20.3	4.1	118	1659	25.4	10.9	147
\$30,000 OR MORE	28333	4600	41.8	16.2	130	*489	34.7	1.7	108	1079	35.3	3.8	110	3031	46.3	10.7	145
\$25,000 OR MORE	36417	5788	52.6	15.9	128	*582	41.3	1.6	100	1462	47.8	4.0	116	3745	57.2	10.3	139
\$20,000 - \$24,999	9943	1339	12.2	13.5	108	*62	4.4	0.6	39	*414	13.5	4.2	120	864	13.2	8.7	118
\$15,000 - \$19,999	9211	947	8.6	10.3	83	*174	12.4	1.9	119	*200	6.5	2.2	63	574	8.8	6.2	84
\$10,000 - \$14,999	13477	1425	12.9	10.6	85	*243	17.3	1.8	113	522	17.1	3.9	112	661	10.1	4.9	66
UNDER \$10,000	19418	1511	13.7	7.8	63	349	24.8	1.8	113	463	15.1	2.4	69	700	10.7	3.6	49
HOUSEHOLD OF 1 PERSON	11987	1491	13.5	12.4	100	*179	12.7	1.5	94	488	15.9	4.1	118	824	12.6	6.9	93
2 PEOPLE	27046	3317	30.1	12.3	99	475	33.7	1.8	110	846	27.6	3.1	90	1997	30.5	7.4	100
3 OR 4 PEOPLE	34251	4350	39.5	12.7	102	*472	33.5	1.4	87	1282	41.9	3.7	108	2596	39.7	7.6	102
5 OR MORE PEOPLE	15180	1853	16.8	12.2	98	*283	20.1	1.9	117	*444	14.5	2.9	85	1125	17.2	7.4	100
NO CHILD IN HSHLD	49819	5965	54.2	12.0	96	750	53.3	1.5	95	1833	59.9	3.7	106	3383	51.7	6.8	92
CHILD(REN) UNDER 2 YRS	6045	778	7.1	12.9	103	*56	4.0	0.9	58	*131	4.3	2.2	63	*591	9.0	9.8	132
2 - 5 YEARS	15233	1954	17.7	12.8	103	*242	17.2	1.6	100	*334	10.9	2.2	63	1378	21.1	9.0	122
6 - 11 YEARS	16260	1967	17.9	12.1	97	*245	17.4	1.5	95	500	16.3	3.1	89	1221	18.7	7.5	102
12 - 17 YEARS	19173	2655	24.1	13.8	111	*390	27.7	2.0	128	719	23.5	3.8	108	1546	23.6	8.1	109
RESIDENCE OWNED	61371	7532	68.4	12.3	99	799	56.7	1.3	82	2202	72.0	3.6	104	4532	69.3	7.4	100
VALUE: \$50,000 OR MORE	35355	5522	50.2	15.6	125	553	39.3	1.6	98	1573	51.4	4.4	129	3395	51.9	9.6	130
VALUE: UNDER \$50,000	26016	2011	18.3	7.7	62	*246	17.5	0.9	59	628	20.5	2.4	70	1137	17.4	4.4	59

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	11010	100.0	12.4	100	1408	100.0	1.6	100	3060	100.0	3.5	100	6542	100.0	7.4	100
MAGAZINES	QUINTILE 1	17988	3007	27.3	16.7	134	*268	19.0	1.5	94	891	29.1	5.0	143	1849	28.3	10.3	139
	QUINTILE 2	19446	2980	27.1	15.3	123	*439	31.2	2.3	142	902	29.5	4.6	134	1639	25.1	8.4	114
	QUINTILE 3	14626	1702	15.5	11.6	94	*193	13.7	1.3	83	*380	12.4	2.6	75	1130	17.3	7.7	104
	QUINTILE 4	16014	1665	15.1	10.4	84	*271	19.2	1.7	106	*510	16.7	3.2	92	884	13.5	5.5	75
	QUINTILE 5	20389	1656	15.0	8.1	65	*238	16.9	1.2	73	*377	12.3	1.8	53	1041	15.9	5.1	69
NEWSPAPERS	QUINTILE 1	13830	2111	19.2	15.3	123	*234	16.6	1.7	106	606	19.8	4.4	127	1271	19.4	9.2	124
	QUINTILE 2	26350	3661	33.3	13.9	112	490	34.8	1.9	117	730	23.9	2.8	80	2441	37.3	9.3	128
	QUINTILE 3	12415	1624	14.8	13.1	105	*247	17.5	2.0	125	*477	15.6	3.8	111	900	13.8	7.2	98
	QUINTILE 4	21911	2532	23.0	11.6	93	*334	23.7	1.5	96	893	29.2	4.1	118	1306	20.0	6.0	81
	QUINTILE 5	13960	1082	9.8	7.8	62	*105	7.5	0.8	47	*354	11.6	2.5	73	624	9.5	4.5	60
OUTDOOR	QUINTILE 1	16810	2500	22.7	14.9	119	*256	18.2	1.5	96	612	20.0	3.6	105	1632	24.9	9.7	131
	QUINTILE 2	17101	2445	22.2	14.3	115	*328	23.3	1.9	121	607	19.8	3.5	103	1510	23.1	8.8	119
	QUINTILE 3	17579	2077	18.9	11.8	95	*253	18.0	1.4	90	599	19.6	3.4	99	1226	18.7	7.0	94
	QUINTILE 4	18343	2153	19.6	11.7	94	*300	21.3	1.6	103	723	23.6	3.9	114	1130	17.3	6.2	83
	QUINTILE 5	18631	1836	16.7	9.9	79	*272	19.3	1.5	92	519	17.0	2.8	81	1045	16.0	5.6	76
RADIO-DRIVE TIME	QUINTILE 1	17390	2156	19.6	12.4	100	*188	13.4	1.1	68	699	22.8	4.0	116	1269	19.4	7.3	99
	QUINTILE 2	16591	2131	19.4	12.8	103	*328	23.3	2.0	124	602	19.7	3.6	105	1201	18.4	7.2	98
	QUINTILE 3	16910	2221	20.2	13.1	106	*294	20.9	1.7	109	491	16.0	2.9	84	1436	22.0	8.5	115
	QUINTILE 4	18002	2432	22.1	13.5	109	*381	27.1	2.1	133	696	22.7	3.9	112	1356	20.7	7.5	102
	QUINTILE 5	19572	2070	18.8	10.6	85	*218	15.5	1.1	70	571	18.7	2.9	84	1281	19.6	6.5	89
RADIO-MID- DAY	TERCILE 1	23248	2742	24.9	11.8	95	*364	25.9	1.6	98	748	24.4	3.2	93	1629	24.9	7.0	95
	TERCILE 2	23667	3032	27.5	12.8	103	*329	23.4	1.4	87	852	27.8	3.6	104	1851	28.3	7.8	106
	TERCILE 3	41549	5237	47.6	12.6	101	715	50.8	1.7	108	1460	47.7	3.5	102	3063	46.8	7.4	100
RADIO-TOTAL	QUINTILE 1	17786	2090	19.0	11.8	94	*196	13.9	1.1	69	653	21.3	3.7	106	1242	19.0	7.0	94
	QUINTILE 2	17316	2189	19.9	12.6	102	*325	23.1	1.9	118	637	20.8	3.7	106	1227	18.8	7.1	96
	QUINTILE 3	18428	2551	23.2	13.8	111	*319	22.7	1.7	109	693	22.6	3.8	109	1538	23.5	8.3	113
	QUINTILE 4	17669	2407	21.9	13.6	109	*404	28.7	2.3	144	587	19.2	3.3	96	1416	21.6	6.0	108
	QUINTILE 5	17265	1774	16.1	10.3	83	*165	11.7	1.0	60	*490	16.0	2.8	82	1119	17.1	6.5	88
TV-PRIME TIME	QUINTILE 1	17416	2191	19.9	12.6	101	*367	26.1	2.1	132	698	22.8	4.0	116	1127	17.2	6.5	88
	QUINTILE 2	17413	2479	22.5	14.2	114	*321	22.8	1.8	116	603	19.7	3.5	100	1555	23.8	8.9	121
	QUINTILE 3	17943	2323	21.1	12.9	104	*250	17.8	1.4	88	559	18.3	3.1	90	1514	23.1	8.4	114
	QUINTILE 4	18442	2003	18.2	10.9	87	*232	16.5	1.3	79	590	19.3	3.2	92	1180	18.0	6.4	87
	QUINTILE 5	17250	2014	18.3	11.7	94	*239	17.0	1.4	87	610	19.9	3.5	102	1166	17.8	6.8	91
TV-DAYTIME	TERCILE 1	29966	3450	31.3	11.5	93	508	36.1	1.7	107	862	28.2	2.9	83	2080	31.8	6.9	94
	TERCILE 2	29480	3499	31.8	11.9	95	*436	31.0	1.5	93	1048	34.2	3.6	103	2015	30.8	6.8	92
	TERCILE 3	29018	4061	36.9	14.0	112	464	33.0	1.6	100	1150	37.6	4.0	115	2447	37.4	8.4	114
TV-TOTAL	QUINTILE 1	17740	2074	18.8	11.7	94	*264	18.8	1.5	94	581	19.0	3.3	95	1229	18.8	6.9	94
	QUINTILE 2	17674	2190	19.9	12.4	100	*345	24.5	2.0	123	623	20.4	3.5	102	1222	18.7	6.9	93
	QUINTILE 3	17730	2459	22.3	13.9	111	*316	22.4	1.8	112	798	26.1	4.5	130	1346	20.6	7.6	103
	QUINTILE 4	17563	2121	19.3	12.1	97	*270	19.2	1.5	97	*472	15.4	2.7	78	1380	21.1	7.9	106
	QUINTILE 5	17757	2166	19.7	12.2	98	*214	15.2	1.2	76	586	19.2	3.3	95	1366	20.9	7.7	104
MAGAZINES-NEWSPAPERS: DUAL		23278	3954	35.9	17.0	136	*438	31.1	1.9	118	1076	35.2	4.6	134	2440	37.3	10.5	142
MAGAZINE IMPERATIVE		12634	2839	25.8	13.1	105	*375	26.6	1.7	109	940	30.7	4.3	126	1524	23.3	7.0	95
NEWSPAPER IMPERATIVE		23455	2707	24.6	11.5	93	*421	29.9	1.8	113	512	16.7	2.2	63	1775	27.1	7.6	102
MAGAZINES-OUTDOOR: DUAL		17482	3053	27.7	17.5	140	*287	20.4	1.6	103	824	26.9	4.7	136	1942	29.7	11.1	150
MAGAZINE IMPERATIVE		28830	3947	35.8	13.7	110	564	40.1	2.0	123	1203	39.3	4.2	121	2181	33.3	7.6	102
OUTDOOR IMPERATIVE		26119	2751	25.0	10.5	85	*401	28.5	1.5	96	566	18.5	2.2	63	1784	27.3	6.8	92
MAGAZINES-RADIO: DUAL		20162	3024	27.5	15.0	121	*336	23.9	1.7	105	924	30.2	4.6	132	1764	27.0	8.7	118
MAGAZINE IMPERATIVE		26292	4111	37.3	15.6	126	*477	33.9	1.8	114	1128	36.9	4.3	124	2506	38.3	9.5	129
RADIO IMPERATIVE		25308	2500	22.7	9.9	79	*384	27.3	1.5	95	683	22.3	2.7	78	1434	21.9	5.7	77
MAGAZINES-TELEVISION: DUAL		17312	2758	25.0	15.9	128	*297	21.1	1.7	108	924	30.2	5.3	154	1537	23.5	8.9	120
MAGAZINE IMPERATIVE		29099	4337	39.4	14.9	120	*503	35.7	1.7	109	1131	37.0	3.9	112	2703	41.3	9.3	126
TELEVISION IMPERATIVE		27505	2571	23.4	9.3	75	*430	30.5	1.6	98	660	21.6	2.4	69	1481	22.6	5.4	73
NEWSPAPERS-OUTDOOR: DUAL		18628	2863	26.0	15.4	123	*369	26.2	2.0	124	594	19.4	3.2	92	1900	29.0	10.2	138
NEWSPAPER IMPERATIVE		29178	3745	34.0	12.8	103	501	35.6	1.7	108	1000	32.7	3.4	99	2244	34.3	7.7	104
OUTDOOR IMPERATIVE		25260	3038	27.6	12.0	97	*324	23.0	1.3	81	989	32.3	3.9	113	1726	26.4	6.8	92
NEWSPAPERS-RADIO: DUAL		19246	2825	25.7	14.7	118	*342	24.3	1.8	112	679	22.2	3.5	102	1804	27.6	9.4	127
NEWSPAPER IMPERATIVE		28155	4025	36.6	14.3	115	554	39.3	2.0	124	956	31.2	3.4	98	2515	38.4	8.9	121
RADIO IMPERATIVE		25308	2791	25.3	11.0	89	*344	24.4	1.4	85	972	31.8	3.8	111	1475	22.5	5.8	79
NEWSPAPERS-TELEVISION: DUAL		18615	2660	24.2	14.3	115	*421	29.9	2.3	142	745	24.3	4.0	116	1495	22.9	8.0	109
NEWSPAPER IMPERATIVE		29207	4155	37.7	14.2	114	*462	32.8	1.6	99	937	30.6	3.2	93	2757	42.1	9.4	128
TELEVISION IMPERATIVE		25472	2679	24.3	10.5	85	*352	25.0	1.4	87	897	29.3	3.5	102	1430	21.9	5.6	76
OUTDOOR-RADIO: DUAL		17292	2286	20.8	13.2	106	*262	18.6	1.5	95	580	19.0	3.4	97	1443	22.1	8.3	113
OUTDOOR IMPERATIVE		26915	3872	35.2	14.4	116	*473	33.6	1.8	110	893	29.2	3.3	96	2507	38.3	9.3	126
RADIO IMPERATIVE		28938	3426	31.1	11.8	95	*475	33.7	1.6	103	1136	37.1	3.9	113	1815	27.7	6.3	85
OUTDOOR-TELEVISION: DUALVISION																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	11010	100.0	12.4	100	1408	100.0	1.6	100	3060	100.0	3.5	100	6542	100.0	7.4	100
ATLANTIC MONTHLY	415	**62	0.6	14.9	120	**0	0.0	0.0	0	**11	0.4	2.7	77	**51	0.8	12.3	166
BARRON'S	522	**134	1.2	25.7	206	**19	1.3	3.6	229	**24	0.8	4.6	133	**91	1.4	17.4	236
BETTER HOMES & GARDENS	17429	2414	21.9	13.9	111	200	14.2	1.1	72	671	21.9	3.8	111	1543	23.6	8.9	120
BON APPETIT	2772	765	6.9	27.6	222	**134	9.5	4.8	304	**228	7.5	8.2	238	403	6.2	14.5	197
BUSINESS WEEK	1469	330	3.0	22.5	180	**12	0.9	0.8	51	**57	1.9	3.9	112	**261	4.0	17.8	240
CAR AND DRIVER	397	**64	0.6	16.1	130	**4	0.3	1.0	63	**34	1.1	8.6	248	**26	0.4	6.5	89
CBS MAGAZINE NETWORK (GROSS)	1633	222	2.0	13.6	109	**37	2.6	2.3	142	**73	2.4	4.5	129	**112	1.7	6.9	93
CHANGING TIMES	1554	301	2.7	19.4	156	**12	0.9	0.8	49	**72	2.4	4.6	134	**217	3.3	14.0	189
COLONIAL HOMES	1304	**151	1.4	11.6	93	**15	1.1	1.2	72	**37	1.2	2.8	82	**99	1.5	7.6	103
CONDE NAST MAG. PKG. (GROSS)	17858	3059	27.8	17.1	138	265	18.8	1.5	93	977	31.9	5.5	158	1817	27.8	10.2	138
CONSUMERS DIGEST	1406	*194	1.8	13.8	111	**5	0.4	0.4	22	**24	0.8	1.7	49	*165	2.5	11.7	159
COSMOPOLITAN	8815	1458	13.2	16.5	133	*179	12.7	2.0	128	433	14.2	4.9	142	846	12.9	9.6	130
COUNTRY LIVING	2636	561	5.1	21.3	171	**16	1.1	0.6	38	**154	5.0	5.8	169	392	6.0	14.9	201
CUISINE	1554	347	3.2	22.3	179	**42	3.0	2.7	170	*131	4.3	8.4	244	*174	2.7	11.2	151
CYCLE WORLD	469	**38	0.3	8.1	65	**1	0.1	0.2	13	*113	0.4	2.8	80	**25	0.4	5.3	72
DCI:CREATIVE IDEAS FOR LIV	2631	*255	2.3	9.7	78	**10	0.7	0.4	24	**106	3.5	4.0	116	**139	2.1	5.3	71
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	847	7.7	12.0	96	**52	3.7	0.7	46	355	11.6	5.0	145	441	6.7	6.2	84
DISCOVER	998	*180	1.6	18.0	145	**21	1.5	2.1	132	**18	0.6	1.8	52	*140	2.1	14.0	190
EBONY	4289	789	7.2	18.4	148	*192	13.6	4.5	281	272	8.9	6.3	183	324	5.0	7.6	102
ESQUIRE	1176	*194	1.8	16.5	133	**44	3.1	3.7	235	**26	0.8	2.2	64	*125	1.9	10.6	144
ESSENCE	2392	461	4.2	19.3	155	**79	5.6	3.3	208	*143	4.7	6.0	173	*239	3.7	10.0	135
FAMILY CIRCLE	17209	2363	21.5	13.7	110	307	21.8	1.8	112	727	23.8	4.2	122	1328	20.3	7.7	104
THE FAMILY HANDYMAN	1184	*231	2.1	19.5	157	**24	1.7	2.0	127	**58	1.9	4.9	142	*149	2.3	12.6	170
FAMILY WEEKLY	12391	1355	12.3	10.9	88	**109	7.7	0.9	55	317	10.4	2.6	74	928	14.2	7.5	101
FIELD & STREAM	2438	*296	2.7	12.1	98	**21	1.5	0.9	54	**57	1.9	2.3	68	*218	3.3	8.9	121
FOOD & WINE	614	*139	1.3	22.6	182	**16	1.1	2.6	164	**30	1.0	4.9	141	**92	1.4	15.0	203
FORBES	813	*276	2.5	33.9	273	**13	0.9	1.6	100	**26	0.8	3.2	92	*237	3.6	29.2	394
FORTUNE	1083	*244	2.2	22.5	181	**6	0.4	0.6	35	**18	0.6	1.7	48	*220	3.4	20.3	275
GENTLEMEN'S QUARTERLY	1197	*253	2.3	21.1	170	**20	1.4	1.7	105	**79	2.6	6.6	191	**154	2.4	12.9	174
GLAMOUR	6625	1130	10.3	17.1	137	**99	7.0	1.5	94	359	11.7	5.4	157	673	10.3	10.2	137
GOLF DIGEST	707	*156	1.4	22.1	177	**43	3.1	6.1	382	**29	0.9	4.1	119	**85	1.3	12.0	163
GOLF DIGEST/TENNIS (GROSS)	1316	*260	2.4	19.8	159	**46	3.3	3.5	220	**77	2.5	5.9	169	**137	2.1	10.4	141
GOLF MAGAZINE	469	**86	0.8	18.3	147	**11	0.8	2.3	147	**44	1.4	9.4	271	**30	0.5	6.4	86
GOLF MAGAZINE/SKI (GROSS)	1060	*176	1.6	16.6	133	**18	1.3	1.7	107	**65	2.1	6.1	177	**93	1.4	8.8	119
GOOD HOUSEKEEPING	17784	2315	21.0	13.0	105	266	18.9	1.5	94	635	20.8	3.6	103	1413	21.6	7.9	107
HARPER'S BAZAAR	2931	550	5.0	18.8	151	**65	4.6	2.2	139	*182	5.9	6.2	180	303	4.6	10.3	140
HEALTH	2199	377	3.4	17.1	138	**34	2.4	1.5	97	**119	3.9	5.4	156	*225	3.4	10.2	138
HEARST MAG CORP. BUY (GROSS)	49148	7490	68.0	15.2	122	843	59.9	1.7	108	2022	66.1	4.1	119	4626	70.7	9.4	127
HEARST MAN POWER (GROSS)	2113	313	2.8	14.8	119	**60	4.3	2.8	178	**39	1.3	1.8	53	*214	3.3	10.1	137
HEARST WOMAN POWER (GROSS)	35062	4999	45.4	14.3	115	598	42.5	1.7	107	1376	45.0	3.9	113	3025	46.2	8.6	117
HOUSE BEAUTIFUL	3865	660	6.0	17.1	137	**75	5.3	1.9	122	*186	6.1	4.8	139	399	6.1	10.3	140
INC.	315	**97	0.9	30.8	247	**5	0.4	1.6	100	**5	0.2	1.6	46	**86	1.3	27.3	369
JET	3690	707	6.4	19.2	154	*135	9.6	3.7	230	257	8.4	7.0	201	316	4.8	8.6	116
LADIES' HOME JOURNAL	12930	1948	17.7	15.1	121	*149	10.6	1.2	72	559	18.3	4.3	125	1241	19.0	9.6	130
LHJ FAMILY GRP COMBO(GROSS)	18161	2766	25.1	15.2	122	213	15.1	1.2	74	722	23.6	4.0	115	1831	28.0	10.1	136
LIFE	5065	825	7.5	16.3	131	**55	3.9	1.1	68	*271	8.9	5.4	155	499	7.6	9.9	133
L.A. TIMES HOME MAGAZINE	1310	381	3.5	29.1	234	**27	1.9	2.1	129	**74	2.4	5.6	163	*280	4.3	21.4	289
MADEMOISELLE	3759	595	5.4	15.8	127	**49	3.5	1.3	82	*216	7.1	5.7	166	329	5.0	8.8	118
MC CALL'S	14658	2168	19.7	14.8	119	224	15.9	1.5	96	699	22.8	4.8	138	1245	19.0	8.5	115
MC CALL'S/WRK MOTHER (GROSS)	15857	2335	21.2	14.7	118	232	16.5	1.5	92	734	24.0	4.6	134	1369	20.9	8.6	117
MECHANIX ILLUSTRATED	809	*157	1.4	19.4	156	**4	0.3	0.5	31	**6	0.2	0.7	21	**147	2.2	18.2	246
METROPOLITAN HOME	1009	*192	1.7	19.0	153	**7	0.5	0.7	44	**59	1.9	5.8	169	*126	1.9	12.5	169
MONEY	1707	381	3.5	22.3	179	**38	2.7	2.2	140	**96	3.1	5.6	163	247	3.8	14.5	196
MOTHER EARTH NEWS	1123	*176	1.6	15.7	126	**26	1.8	2.3	145	**28	0.9	2.5	72	**122	1.9	10.9	147
MS.	932	239	2.2	25.6	206	**13	0.9	1.4	88	**18	0.6	1.9	56	*207	3.2	22.2	300
NATIONAL ENQUIRER	11971	1205	10.9	10.1	81	*189	13.4	1.6	99	383	12.5	3.2	92	634	9.7	5.3	72
NATIONAL GEOGRAPHIC	10503	1678	15.2	16.0	128	*154	10.9	1.5	92	401	13.1	3.8	110	1123	17.2	10.7	145
NATIONAL SUNDAY MAGAZINE PKG	54325	7528	68.4	13.9	111	1005	71.4	1.8	116	1966	64.2	3.6	105	4557	69.7	8.4	113
NATURAL HISTORY	626	**101	0.9	16.1	130	**4	0.3	0.6	40	**20	0.7	3.2	92	**77	1.2	12.3	166
NEW WOMAN	1992	269	2.4	13.5	109	**12	0.9	0.6	38	**92	3.0	4.6	134	*165	2.5	8.3	112
NEW YORK INCLUDING CUE	547	*115	1.0	21.0	169	**16	1.1	2.9	184	*119	0.6	3.5	100	*80	1.2	14.6	198
THE NEW YORKER	1380	374	3.4	27.1	218	**69	4.9	5.0	314	*74	2.4	5.4	155	231	3.5	16.7	226
NEWSWEEK	6925	1211	11.0	17.5	141	*118	8.4	1.7	107	306	10.0	4.4	128	786	12.0	11.4	153
THE N.Y. TIMES DAILY EDITION	1363	327	3.0	24.0	193	**18	1.3	1.3	83	*77	2.5	5.6	163	232	3.5	17.0	230
THE N.Y. TIMES MAGAZINE	2333	651	5.9	27.9	224	**25	1.8	1.1	67	*155	5.1	6.6	192	471	7.2	20.2	273
OMNI	872	*178	1.6	20.4	164	**16	1.1	1.8	115	**21	0.7	2.4	70	**142	2.2	16.3	220
ON CABLE	1298	*263	2.4	20.3	163	**7	0.5	0.5	34	*36	1.2	2.8	80	*219	3.3	16.9	228
1001 HOME IDEAS	3032	441	4.0	14.5	117	**30	2.1	1.0	62	*45	1.5	1.5	43	366	5.6	12.1	163
ORGANIC GARDENING	1680	*269	2.4	16.0	129	**6	0.4	0.4	22	*50	1.6	3.0	86	*213	3.3	12.7	171
OUTDOOR LIFE	960	*176	1.6	18.3	147	**8	0.6	0.8	52	*60	2.0	6.3	181	**108	1.7	11.3	152
PARADE MAGAZINE	26755	3800	34.5	14.2	114	596	42.3	2.2	140	1102	36.0	4.1	119	2102	32.1	7.9	106

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALES	88464	11010	100.0	12.4	100	1408	100.0	1.6	100	3060	100.0	3.5	100	6542	100.0	7.4	100
PARENTS	4173	622	5.6	14.9	120	**32	2.3	0.8	48	*151	4.9	3.6	105	440	6.7	10.5	143
PENTHOUSE	973	*196	1.8	20.1	162	**20	1.4	2.1	129	**63	2.1	6.5	187	**112	1.7	11.5	156
PEOPLE	13479	2205	20.0	16.4	131	*173	12.3	1.3	81	722	23.6	5.4	155	1311	20.0	9.7	132
PLAYBOY	2183	342	3.1	15.7	126	**33	2.3	1.5	95	**89	2.9	4.1	118	*220	3.4	10.1	136
POPULAR HOT RODDING	388	**30	0.3	7.7	62	**12	0.9	3.1	194	**11	0.4	2.8	82	*7	0.1	1.8	24
POPULAR MECHANICS	1037	*115	1.0	11.1	89	**20	1.4	1.9	121	**17	0.6	1.6	47	**77	1.2	7.4	100
POPULAR SCIENCE	920	**119	1.1	12.9	104	**0	0.0	0.0	0	**12	0.4	1.3	38	**107	1.6	11.6	157
PREVENTION	4071	700	6.4	17.2	138	**31	2.2	0.8	48	*180	5.9	4.4	128	489	7.5	12.0	162
PSYCHOLOGY TODAY	1940	552	5.0	28.5	229	*110	0.7	0.5	32	**122	4.0	6.3	182	420	6.4	21.6	293
READER'S DIGEST	24031	3178	28.9	13.2	106	406	28.8	1.7	106	945	30.9	3.9	114	1828	27.9	7.6	103
REDBOOK	8464	1226	11.1	14.5	116	*153	10.9	1.8	114	308	10.1	3.6	105	765	11.7	9.0	122
ROAD & TRACK	429	**70	0.6	16.3	131	**14	1.0	3.3	205	**22	0.7	5.1	148	*34	0.5	7.9	107
ROLLING STONE	1355	312	2.8	23.0	185	*59	4.2	4.4	274	**77	2.5	5.7	164	*176	2.7	13.0	176
RUNNER'S WORLD	329	**49	0.4	14.9	120	**0	0.0	0.0	0	**10	0.3	3.0	88	*39	0.6	11.9	160
SATURDAY EVENING POST	1268	228	2.1	18.0	144	**22	1.6	1.7	109	**75	2.5	5.9	171	*131	2.0	10.3	140
SCIENCE 84	702	*171	1.6	24.4	196	*3	0.2	0.4	27	**22	0.7	3.1	91	*147	2.2	20.9	283
SCIENCE DIGEST	553	*119	1.1	21.5	173	**9	0.6	1.6	102	**15	0.5	2.7	78	*96	1.5	17.4	235
SCIENTIFIC AMERICAN	615	*132	1.2	21.5	172	*8	0.6	1.3	82	*31	1.0	5.0	146	*92	1.4	15.0	202
SELF	2683	400	3.6	14.9	120	**34	2.4	1.3	80	*104	3.4	3.9	112	*262	4.0	9.8	132
SEVENTEEN	3309	387	3.5	11.7	94	*43	3.1	1.3	82	*130	4.2	3.9	114	*214	3.3	6.5	87
SKI	591	**91	0.8	15.4	124	*7	0.5	1.2	74	*21	0.7	3.6	103	*62	0.9	10.5	142
SMITHSONIAN	3039	648	5.9	21.3	171	*55	3.9	1.8	114	*140	4.6	4.6	133	453	6.9	14.9	202
SOAP OPERA DIGEST	3683	441	4.0	12.0	96	*59	4.2	1.6	101	*96	3.1	2.6	75	287	4.4	7.8	105
SOUTHERN LIVING	4434	592	5.4	13.4	107	*41	2.9	0.9	58	*249	8.1	5.6	162	302	4.6	6.8	92
SPORT	701	*81	0.7	11.6	93	*29	2.1	4.1	260	*8	0.3	1.1	33	*43	0.7	6.1	83
THE SPORTING NEWS	518	*72	0.7	13.9	112	*9	0.6	1.7	109	*33	1.1	6.4	184	*31	0.5	6.0	81
SPORTS AFIELD	523	*78	0.7	14.9	120	*31	2.2	5.9	372	*7	0.2	1.3	39	*41	0.6	7.8	106
SPORTS ILLUSTRATED	3325	494	4.5	14.9	119	*131	9.3	3.9	248	*145	4.7	4.4	126	219	3.3	6.6	89
STAR	8567	1004	9.1	11.7	94	*157	11.2	1.8	115	416	13.6	4.9	140	432	6.6	5.0	68
SUNDAY	27630	4159	37.8	15.1	121	667	47.4	2.4	152	1079	35.3	3.9	113	2414	36.9	8.7	118
SUNSET	2219	444	4.0	20.0	161	*20	1.4	0.9	57	*68	2.2	3.1	89	355	5.4	16.0	216
TV GUIDE	24258	3127	28.4	12.9	104	415	29.5	1.7	107	976	31.9	4.0	116	1736	26.5	7.2	97
TENNIS	609	*104	0.9	17.1	137	*3	0.2	0.5	31	*48	1.6	7.9	228	*53	0.8	8.7	118
TIME	9929	1723	15.6	17.4	139	*206	14.6	2.1	130	512	16.7	5.2	149	1004	15.3	10.1	137
TOWN & COUNTRY	1062	249	2.3	23.4	188	*15	1.1	1.4	89	*41	1.3	3.9	112	*193	3.0	18.2	246
TRAVEL & LEISURE	1051	253	2.3	24.1	193	*16	1.1	1.5	96	*39	1.3	3.7	107	*197	3.0	18.7	253
TRUE STORY	3946	354	3.2	9.0	72	*69	4.9	1.7	110	*125	4.1	3.2	92	*160	2.4	4.1	55
U.S. NEWS & WORLD REPORT	3782	641	5.8	16.9	136	*65	4.6	1.7	108	*181	5.9	4.8	138	395	6.0	10.4	141
USA TODAY	1874	370	3.4	19.7	159	*30	2.1	1.6	101	*72	2.4	3.8	111	268	4.1	14.3	193
US	2213	315	2.9	14.2	114	*21	1.5	0.9	60	*79	2.6	3.6	103	*214	3.3	9.7	131
VOGUE	4792	934	8.5	19.5	157	*83	5.9	1.7	109	298	9.7	6.2	180	553	8.5	11.5	156
WALL STREET JOURNAL	2045	471	4.3	23.0	185	*44	3.1	2.2	135	*94	3.1	4.6	133	333	5.1	16.3	220
WEIGHT WATCHERS	2364	278	2.5	11.8	94	*12	0.9	0.5	32	*109	3.6	4.6	133	*157	2.4	6.6	90
WOMAN'S DAY	15182	2152	19.5	14.2	114	*162	11.5	1.1	67	663	21.7	4.4	126	1327	20.3	8.7	118
WORKING MOTHER	1198	*167	1.5	13.9	112	*9	0.6	0.8	47	*34	1.1	2.8	82	*123	1.9	10.3	139
WORKING WOMAN	1523	294	2.7	19.3	155	*17	1.2	1.1	70	*32	1.0	2.1	61	*245	3.7	16.1	218
WORLD TENNIS	*183	*38	0.3	20.8	167	*10	0.7	5.5	343	*11	0.4	6.0	174	*17	0.3	9.3	126
ZIFF-DAVIS MAG NETWK (GROSS)	2776	417	3.8	15.0	121	*45	3.2	1.6	102	*133	4.3	4.8	139	239	3.7	8.6	116
BLAIR INSERTS	47909	6892	62.6	14.4	116	967	68.7	2.0	127	1763	57.6	3.7	106	4161	63.6	8.7	117
DAILY NEWSPAPERS																	
READ ANY	56731	7580	68.8	13.4	107	1039	73.8	1.8	115	1998	65.3	3.5	102	4542	69.4	8.0	108
READ ONE	47696	6213	56.4	13.0	105	892	63.4	1.9	118	1605	52.5	3.4	97	3716	56.8	7.8	105
READ TWO OR MORE	9034	1366	12.4	15.1	121	*147	10.4	1.6	102	393	12.8	4.4	126	826	12.6	9.1	124
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	8141	73.9	14.1	113	1043	74.1	1.8	114	2071	67.7	3.6	104	5026	76.8	8.7	118
READ ONE	50513	6948	63.1	13.8	111	984	69.9	1.9	122	1673	54.7	3.3	96	4291	65.6	8.5	115
READ TWO OR MORE	7219	1193	10.8	16.5	133	*60	4.3	0.8	52	398	13.0	5.5	159	735	11.2	10.2	138
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.04				31.40				28.28				32.23			
30 DAY REACH	78184	9861	89.6	12.6	101	1270	90.2	1.6	102	2714	88.7	3.5	100	5877	89.8	7.5	102
50 SHWG - 30 DAY AV FREQ	14.80	16.12				16.72				14.53				16.73			
30 DAY REACH	74239	9510	86.4	12.8	103	1191	84.6	1.6	101	2636	86.1	3.6	103	5682	86.9	7.7	103
25 SHWG - 30 DAY AV FREQ	8.05	8.54				9.00				7.85				8.75			
30 DAY REACH	68254	9001	81.8	13.2	106	1123	79.8	1.6	103	2439	79.7	3.6	103	5439	83.1	8.0	108
CABLE TV: HOME WIRED	35215	4359	39.6	12.4	99	*324	23.0	0.9	58	1353	44.2	3.8	111	2683	41.0	7.6	103
HOME NOT WIRED	53250	6652	60.4	12.5	100	1085	77.1	2.0	128	1707	55.8	3.2	93	3860	59.0	7.2	98
HAVE PAY CABLE	17885	2327	21.1	13.0	105	*211	15.0	1.2	74	709	23.2	4.0	115	1408	21.5	7.9	106

	TOTAL U.S. '000	DOMESTIC BRANDY				IMPORTED BRANDY				COGNAC				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	13696	100.0	8.2	100	8588	100.0	5.1	100	7521	100.0	4.5	100				
MALES	79263	7285	53.2	9.2	113	4491	52.3	5.7	111	4225	56.2	5.3	119				
FEMALES	88464	6411	46.8	7.2	89	4096	47.7	4.6	90	3296	43.8	3.7	83				
18 - 24	28671	1967	14.4	6.9	84	1175	13.7	4.1	80	1149	15.3	4.0	89				
25 - 34	39536	3643	26.6	9.2	113	2279	26.5	5.8	113	2138	28.4	5.4	121				
35 - 44	28978	2402	17.5	8.3	102	1747	20.3	6.0	118	1811	24.1	6.2	139				
45 - 54	22345	2384	17.4	10.7	131	1382	16.1	6.2	121	1124	14.9	5.0	112				
55 - 64	22224	1847	13.5	8.3	102	1162	13.5	5.2	102	765	10.2	3.4	77				
65 OR OLDER	25973	1454	10.6	5.6	69	844	9.8	3.2	63	533	7.1	2.1	46				
18 - 34	68207	5610	41.0	8.2	101	3454	40.2	5.1	99	3287	43.7	4.8	107				
18 - 49	108058	9251	67.5	8.6	105	5978	69.6	5.5	108	5668	75.4	5.2	117				
25 - 54	90859	8429	61.5	9.3	114	5408	63.0	6.0	116	5073	67.5	5.6	125				
35 - 49	39851	3642	26.6	9.1	112	2524	29.4	6.3	124	2381	31.7	6.0	133				
50 OR OLDER	59669	4445	32.5	7.4	91	2610	30.4	4.4	85	1853	24.6	3.1	69				
GRADUATED COLLEGE	28091	3118	22.8	11.1	136	2628	30.6	9.4	183	2603	34.6	9.3	207				
ATTENDED COLLEGE	28938	2712	19.8	9.4	115	1871	21.8	6.5	126	1530	20.3	5.3	118				
GRADUATED HIGH SCHOOL	65503	5433	39.7	8.3	102	2731	31.8	4.2	81	2337	31.1	3.6	80				
DID NOT GRADUATE HIGH SCHOOL	45195	2433	17.8	5.4	66	1358	15.8	3.0	59	1050	14.0	2.3	52				
EMPLOYED MALES	56429	5488	40.1	9.7	119	3460	40.3	6.1	120	3189	42.4	5.7	126				
EMPLOYED FEMALES	43971	3738	27.3	8.5	104	2425	28.2	5.5	108	1877	25.0	4.3	95				
EMPLOYED FULL-TIME	87773	8090	59.1	9.2	113	5410	63.0	6.2	120	4671	62.1	5.3	119				
EMPLOYED PART-TIME	12627	1135	8.3	9.0	110	*474	5.5	3.8	73	*395	5.3	3.1	70				
NOT EMPLOYED	67327	4471	32.6	6.6	81	2703	31.5	4.0	78	2455	32.6	3.6	81				
PROFESSIONAL/MANAGER	25845	2975	21.7	11.5	141	2386	27.8	9.2	180	2274	30.2	8.8	196				
TECH/CLERICAL/SALES	30895	3008	22.0	9.7	119	1897	22.1	6.1	120	1411	18.8	4.6	102				
PRECISION/CRAFT	12629	1242	9.1	9.8	120	412	4.8	3.3	64	*351	4.7	2.8	62				
OTHER EMPLOYED	31031	2001	14.6	6.4	79	1191	13.9	3.8	75	1031	13.7	3.3	74				
SINGLE	35557	2952	21.6	8.3	103	1982	23.1	5.6	109	2099	27.9	5.9	132				
MARRIED	103585	8668	63.3	8.4	102	5194	60.5	5.0	98	4402	58.5	4.2	95				
DIVORCED/SEPARATED/WIDOWED	28585	2076	15.2	7.3	89	1412	16.4	4.9	96	1019	13.5	3.6	79				
PARENTS	59295	4835	35.3	8.2	100	3002	35.0	5.1	99	2599	34.6	4.4	98				
WHITE	146081	12053	88.0	8.3	101	7350	85.6	5.0	98	5554	73.8	3.8	85				
BLACK	17974	1324	9.7	7.4	90	937	10.9	5.2	102	1549	20.6	8.6	192				
OTHER	3672	**318	2.3	8.7	106	**301	3.5	8.2	160	**418	5.6	11.4	254				
NORTHEAST-CENSUS	37005	3104	22.7	8.4	103	2571	29.9	6.9	136	1889	25.1	5.1	114				
NORTH CENTRAL	42642	4182	30.5	9.8	120	1147	13.4	2.7	53	1566	20.8	3.7	82				
SOUTH	56777	2674	19.5	4.7	58	2432	28.3	4.3	84	1995	26.5	3.5	78				
WEST	31303	3735	27.3	11.9	146	2438	28.4	7.8	152	2071	27.5	6.6	148				
NORTHEAST-MKTG.	38125	3198	23.3	8.4	103	3080	35.9	8.1	158	2028	27.0	5.3	119				
EAST CENTRAL	24794	1315	9.6	5.3	65	630	7.3	2.5	50	710	9.4	2.9	64				
WEST CENTRAL	28511	3651	26.7	12.8	157	799	9.3	2.8	55	1244	16.5	4.4	97				
SOUTH	48953	2170	15.8	4.4	54	1764	20.5	3.6	70	1655	22.0	3.4	75				
PACIFIC	27344	3363	24.6	12.3	151	2314	26.9	8.5	165	1884	25.0	6.9	154				
COUNTY SIZE A	69301	6690	48.8	9.7	118	4982	58.0	7.2	140	4389	58.4	6.3	141				
COUNTY SIZE B	50633	3676	26.8	7.3	89	2325	27.1	4.6	90	1773	23.6	3.5	78				
COUNTY SIZE C	26259	2070	15.1	7.9	97	873	10.2	3.3	65	919	12.2	3.5	78				
COUNTY SIZE D	21534	1261	9.2	5.9	72	408	4.8	1.9	37	*439	5.8	2.0	45				
METRO CENTRAL CITY	50014	4316	31.5	8.6	106	3450	40.2	6.9	135	3101	41.2	6.2	138				
METRO SUBURBAN	76832	6965	50.9	9.1	111	3963	46.1	5.2	101	3383	45.0	4.4	98				
NON METRO	40881	2415	17.6	5.9	72	1174	13.7	2.9	56	1038	13.8	2.5	57				
TOP 5 ADI'S	39550	4329	31.6	10.9	134	3315	38.6	8.4	164	2860	38.0	7.2	161				
TOP 10 ADI'S	54877	5114	37.3	9.3	114	4414	51.4	8.0	157	3720	49.5	6.8	151				
TOP 20 ADI'S	77516	7314	53.4	9.4	116	5459	63.6	7.0	138	4742	63.1	6.1	136				
HSGLD INC. \$50,000 OR MORE	17257	1820	13.3	10.5	129	1444	16.8	8.4	163	1349	17.9	7.8	174				
\$40,000 OR MORE	33235	3447	25.2	10.4	127	2613	30.4	7.9	154	2116	28.1	6.4	142				
\$30,000 OR MORE	59693	6114	44.6	10.2	125	4307	50.2	7.2	141	3448	45.8	5.8	129				
\$25,000 OR MORE	76275	7682	56.1	10.1	123	5181	60.3	6.8	133	4247	56.5	5.6	124				
\$20,000 - \$24,999	18607	1406	10.3	7.6	93	866	10.1	4.7	91	748	9.9	4.0	90				
\$15,000 - \$19,999	17175	1108	8.1	6.5	79	606	7.1	3.5	69	642	8.5	3.7	83				
\$10,000 - \$14,999	24569	1774	13.0	7.2	88	939	10.9	3.8	75	965	12.8	3.9	88				
UNDER \$10,000	31101	1726	12.6	5.5	68	996	11.6	3.2	63	919	12.2	3.0	66				
HOUSEHOLD OF 1 PERSON	19441	1536	11.2	7.9	97	1088	12.7	5.6	109	934	12.4	4.8	107				
2 PEOPLE	51803	4393	32.1	8.5	104	2821	32.8	5.4	106	2224	29.6	4.3	96				
3 OR 4 PEOPLE	66933	5249	38.3	7.8	96	3181	37.0	4.8	93	3190	42.4	4.8	106				
5 OR MORE PEOPLE	29550	2519	18.4	8.5	104	1499	17.5	5.1	99	1173	15.6	4.0	89				
NO CHILD IN HSHLD	96587	7787	56.9	8.1	99	5182	60.3	5.4	105	4453	59.2	4.6	103				
CHILD(REN) UNDER 2 YRS	10844	971	7.1	9.0	110	*466	5.4	4.3	84	*429	5.7	4.0	88				
2 - 5 YEARS	26358	2231	16.3	8.5	104	1123	13.1	4.3	83	934	12.4	3.5	79				
6 - 11 YEARS	30453	2232	16.3	7.3	90	1549	18.0	5.1	99	1172	15.6	3.8	86				
12 - 17 YEARS	36575	3024	22.1	8.3	101	1893	22.0	5.2	101	1581	21.0	4.3	96				
RESIDENCE OWNED	117770	9697	70.8	8.2	101	5544	64.6	4.7	92	4787	63.6	4.1	91				
VALUE: \$50,000 OR MORE	70166	7078	51.7	10.1	124	4106	47.8	5.9	114	3386	45.0	4.8	108				
VALUE: UNDER \$50,000	47604	2618	19.1	5.5	67	1438	16.7	3.0	59	1401	18.6	2.9	66				

		TOTAL	DOMESTIC BRANDY				IMPORTED BRANDY				COGNAC							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	13696	100.0	8.2	100	8588	100.0	5.1	100	7521	100.0	4.5	100				
MAGAZINES	QUINTILE 1	34022	3554	25.9	10.4	128	2478	28.9	7.3	142	2447	32.5	7.2	160				
	QUINTILE 2	34800	3330	24.3	9.6	117	2172	25.3	6.2	122	1844	24.5	5.3	118				
	QUINTILE 3	30514	2505	18.3	8.2	101	1334	15.5	4.4	85	1125	15.0	3.7	82				
	QUINTILE 4	33324	2631	19.2	7.9	97	1247	14.5	3.7	73	1133	15.1	3.4	76				
	QUINTILE 5	35066	1676	12.2	4.8	59	1357	15.8	3.9	76	973	12.9	2.8	62				
NEWSPAPERS	QUINTILE 1	29107	3030	22.1	10.4	127	2002	23.3	6.9	134	1960	26.1	6.7	150				
	QUINTILE 2	49095	4365	31.9	8.9	109	2702	31.5	5.5	107	2027	27.0	4.1	92				
	QUINTILE 3	23107	1980	14.5	8.6	105	1046	12.2	4.5	88	957	12.7	4.1	92				
	QUINTILE 4	33556	2483	18.1	7.4	91	1417	16.5	4.2	82	1452	19.3	4.3	96				
	QUINTILE 5	32863	1838	13.4	5.6	68	1422	16.6	4.3	85	1125	15.0	3.4	76				
OUTDOOR	QUINTILE 1	33431	3209	23.4	9.6	118	2067	24.1	6.2	121	1741	23.1	5.2	116				
	QUINTILE 2	33478	3043	22.2	9.1	111	1737	20.2	5.2	101	1501	20.0	4.5	100				
	QUINTILE 3	33574	2677	19.5	8.0	98	1674	19.5	5.0	97	1720	22.9	5.1	114				
	QUINTILE 4	33935	2647	19.3	7.8	96	1598	18.6	4.7	92	1447	19.2	4.3	95				
	QUINTILE 5	33310	2121	15.5	6.4	78	1511	17.6	4.5	89	1112	14.8	3.3	74				
RADIO-DRIVE TIME	QUINTILE 1	33136	2916	21.3	8.8	108	1689	19.7	5.1	100	1457	19.4	4.4	98				
	QUINTILE 2	31658	2633	19.2	8.3	102	1642	19.1	5.2	101	1761	23.4	5.6	124				
	QUINTILE 3	32541	2770	20.2	8.5	104	1914	22.3	5.9	115	1277	17.0	3.9	88				
	QUINTILE 4	34247	3029	22.1	8.8	108	1914	22.3	5.6	109	1772	23.6	5.2	115				
	QUINTILE 5	36144	2348	17.1	6.5	80	1429	16.6	4.0	77	1254	16.7	3.5	77				
RADIO-MID- DAY	TERCILE 1	45037	3723	27.2	8.3	101	2265	26.4	5.0	98	2048	27.2	4.5	101				
	TERCILE 2	44819	3944	28.8	8.8	108	2130	24.8	4.8	93	1839	24.5	4.1	92				
	TERCILE 3	77872	6030	44.0	7.7	95	4193	48.8	5.4	105	3634	48.3	4.7	104				
RADIO-TOTAL	QUINTILE 1	33763	2770	20.2	8.2	100	1714	20.0	5.1	99	1589	21.1	4.7	105				
	QUINTILE 2	33240	2978	21.7	9.0	110	1632	19.0	4.9	96	1566	20.8	4.7	105				
	QUINTILE 3	33408	2958	21.6	8.9	108	1867	21.7	5.6	109	1594	21.2	4.8	106				
	QUINTILE 4	34792	3000	21.9	8.6	106	2006	23.4	5.8	113	1565	20.8	4.5	100				
	QUINTILE 5	32524	1991	14.5	6.1	75	1369	15.9	4.2	82	1207	16.0	3.7	83				
TV-PRIME TIME	QUINTILE 1	33090	2411	17.6	7.3	89	1705	19.9	5.2	101	1280	17.0	3.9	86				
	QUINTILE 2	33357	3009	22.0	9.0	110	1682	19.6	5.0	98	1522	20.2	4.6	102				
	QUINTILE 3	33980	2976	21.7	8.8	107	1706	19.9	5.0	98	1621	21.6	4.8	106				
	QUINTILE 4	33854	2671	19.5	7.9	97	1895	22.1	5.6	109	1530	20.3	4.5	101				
	QUINTILE 5	33444	2628	19.2	7.9	96	1600	18.6	4.8	93	1568	20.8	4.7	105				
TV-DAYTIME	TERCILE 1	49121	3301	24.1	6.7	82	2042	23.8	4.2	81	1723	22.9	3.5	78				
	TERCILE 2	48823	3724	27.2	7.6	93	2366	27.6	4.8	95	1992	26.5	4.1	91				
	TERCILE 3	69782	6671	48.7	9.6	117	4179	48.7	6.0	117	3807	50.6	5.5	122				
TV-TOTAL	QUINTILE 1	33584	2422	17.7	7.2	88	1559	18.2	4.6	91	1380	18.3	4.1	92				
	QUINTILE 2	33441	2576	18.8	7.7	94	1596	18.6	4.8	93	1283	17.1	3.8	86				
	QUINTILE 3	33505	2870	21.0	8.6	105	1710	19.9	5.1	100	1449	19.3	4.3	96				
	QUINTILE 4	33466	2821	20.6	8.4	103	1729	20.1	5.2	101	1570	20.9	4.7	105				
	QUINTILE 5	33731	3008	22.0	8.9	109	1993	23.2	5.9	115	1839	24.5	5.5	122				
MAGAZINES-NEWSPAPERS: DUAL		44503	4821	35.2	10.8	133	3359	39.1	7.5	147	2919	38.8	6.6	146				
MAGAZINE IMPERATIVE		39363	3195	23.3	8.1	99	1985	23.1	5.0	98	1965	26.1	5.0	111				
NEWSPAPER IMPERATIVE		46441	3545	25.9	7.6	93	1908	22.2	4.1	80	1507	20.0	3.2	72				
MAGAZINES-OUTDOOR: DUAL		33726	3604	26.3	10.7	131	2242	26.1	6.6	130	2133	28.4	6.3	141				
MAGAZINE IMPERATIVE		52846	4568	33.4	8.6	106	3249	37.8	6.1	120	2880	38.3	5.4	122				
OUTDOOR IMPERATIVE		52140	3928	28.7	7.5	92	2238	26.1	4.3	84	1821	24.2	3.5	78				
MAGAZINES-RADIO: DUAL		37081	3732	27.2	10.1	123	2343	27.3	6.3	123	2123	28.2	5.7	128				
MAGAZINE IMPERATIVE		49747	4724	34.5	9.5	116	3117	36.3	6.3	122	2854	37.9	5.7	128				
RADIO IMPERATIVE		49208	3587	26.2	7.3	89	1924	22.4	3.9	76	1690	22.5	3.4	77				
MAGAZINES-TELEVISION: DUAL		33103	3310	24.2	10.0	122	2084	24.3	6.3	123	1752	23.3	5.3	118				
MAGAZINE IMPERATIVE		54575	5365	39.2	9.8	120	3417	39.8	6.3	122	3305	43.9	6.1	135				
TELEVISION IMPERATIVE		53249	3069	22.4	5.8	71	1963	22.9	3.7	72	1517	20.2	2.8	64				
NEWSPAPERS-OUTDOOR: DUAL		36255	3507	25.6	9.7	118	2203	25.7	6.1	119	1829	24.3	5.0	113				
NEWSPAPER IMPERATIVE		55591	4908	35.8	8.8	108	3027	35.2	5.4	106	2623	34.9	4.7	105				
OUTDOOR IMPERATIVE		48319	3786	27.6	7.8	96	2311	26.9	4.8	93	2141	28.5	4.4	99				
NEWSPAPERS-RADIO: DUAL		37242	3694	27.0	9.9	121	2222	25.9	6.0	117	1988	26.4	5.3	119				
NEWSPAPER IMPERATIVE		54423	4996	36.5	9.2	112	3214	37.4	5.9	115	2624	34.9	4.8	108				
RADIO IMPERATIVE		46650	3523	25.7	7.6	92	1876	21.8	4.0	79	1975	26.3	4.2	94				
NEWSPAPERS-TELEVISION: DUAL		35974	3229	23.6	9.0	110	1976	23.0	5.5	107	1753	23.3	4.9	109				
NEWSPAPER IMPERATIVE		56095	5488	40.1	9.8	120	3368	39.2	6.0	117	2922	38.9	5.2	116				
TELEVISION IMPERATIVE		47170	2947	21.5	6.2	77	1972	23.0	4.2	82	1512	20.1	3.2	71				
OUTDOOR-RADIO: DUAL		33748	3014	22.0	8.9	109	1777	20.7	5.3	103	1724	22.9	5.1	114				
OUTDOOR IMPERATIVE		52785	4561	33.3	8.6	106	2962	34.5	5.6	110	2485	33.0	4.7	105				
RADIO IMPERATIVE		52882	4274	31.2	8.1	99	2640	30.7	5.0	98	2272	30.2	4.3	96				
OUTDOOR-TELEVISION: DUAL		32030	2986	21.8	9.3	114	1724	20.1	5.4	105	1533	20.4	4.8	107				
OUTDOOR IMPERATIVE		54626	5085	37.1	9.3	114	3128	36.4	5.7	112	2846	37.8	5.2	116				
TELEVISION IMPERATIVE		54874	3552	25.9	6.5	79	2332	27.2	4.2	83	1914	25.4	3.5	78				
RADIO-TELEVISION: DUAL		33386	2683	19.6	8.0	98	1803	21.0	5.4	105	1544	20.5	4.6	103				
RADIO IMPERATIVE		53810	4758	34.7	8.8	108	2778	32.3	5.2	101	2676	35.6	5.0	111				
TELEVISION IMPERATIVE		54023	4026	29.4	7.5	91	2482	28.9	4.6	90	2010	26.7	3.7	83				

	TOTAL U.S. '000	DOMESTIC BRANDY				IMPORTED BRANDY				COGNAC							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	13696	100.0	8.2	100	8588	100.0	5.1	100	7521	100.0	4.5	100				
ATLANTIC MONTHLY	867	**111	0.8	12.8	157	*107	1.2	12.3	241	*203	2.7	23.4	522				
BARRON'S	1580	*194	1.4	12.3	150	*162	1.9	10.3	200	*248	3.3	15.7	350				
BETTER HOMES & GARDENS	22203	2066	15.1	9.3	114	1246	14.5	5.6	110	1032	13.7	4.6	104				
BON APPETIT	3810	622	4.5	16.3	200	609	7.1	16.0	312	480	6.4	12.6	281				
BUSINESS WEEK	4663	493	3.6	10.6	129	393	4.6	8.4	165	598	8.0	12.8	286				
CAR AND DRIVER	3102	*219	1.6	7.1	86	*194	2.3	6.3	122	*238	3.2	7.7	171				
CBS MAGAZINE NETWORK (GROSS)	7311	489	3.6	6.7	82	458	5.3	6.3	122	811	10.8	11.1	247				
CHANGING TIMES	3400	372	2.7	10.9	134	331	3.9	9.7	190	*296	3.9	8.7	194				
COLONIAL HOMES	1796	*138	1.0	7.7	94	*153	1.8	8.5	166	*184	2.4	10.2	228				
CONDE NAST MAG. PKG. (GROSS)	19924	1646	12.0	8.3	101	1428	16.6	7.2	140	1523	20.2	7.6	170				
CONSUMERS DIGEST	3125	345	2.5	11.0	135	*237	2.8	7.6	148	*263	3.5	8.4	188				
COSMOPOLITAN	10577	1010	7.4	9.5	117	817	9.5	7.7	151	614	8.2	5.8	129				
COUNTRY LIVING	3746	454	3.3	12.1	148	*176	2.0	4.7	92	*212	2.8	5.7	126				
CUISINE	2214	307	2.2	13.9	170	292	3.4	13.2	258	273	3.6	12.3	275				
CYCLE WORLD	2394	**105	0.8	4.4	54	**73	0.9	3.0	60	**158	2.1	6.6	147				
DCI:CREATIVE IDEAS FOR LIV	3068	*209	1.5	6.8	83	*130	1.5	4.2	83	**110	1.5	3.6	80				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	654	4.8	6.8	84	514	6.0	5.4	105	481	6.4	5.0	112				
DISCOVER	2277	*242	1.8	10.6	130	261	3.0	11.5	224	*265	3.5	11.6	260				
EBONY	7187	629	4.6	8.8	107	449	5.2	6.2	122	771	10.3	10.7	239				
ESQUIRE	2560	210	1.5	8.2	100	204	2.4	8.0	156	317	4.2	12.4	276				
ESSENCE	3242	285	2.1	8.8	108	*218	2.5	6.7	131	483	6.4	14.9	332				
FAMILY CIRCLE	19639	1780	13.0	9.1	111	1023	11.9	5.2	102	677	9.0	3.4	77				
THE FAMILY HANDYMAN	3540	565	4.1	16.0	195	*196	2.3	5.5	108	*243	3.2	6.9	153				
FAMILY WEEKLY	23924	2061	15.0	8.6	106	929	10.8	3.9	76	847	11.3	3.5	79				
FIELD & STREAM	9883	968	7.1	9.8	120	289	3.4	2.9	57	339	4.5	3.4	76				
FOOD & WINE	1030	*101	0.7	9.8	120	*134	1.6	13.0	254	*167	2.2	16.2	362				
FORBES	2679	278	2.0	10.4	127	381	4.4	14.2	278	395	5.3	14.7	329				
FORTUNE	2931	317	2.3	10.8	132	372	4.3	12.7	248	481	6.4	16.4	366				
GENTLEMEN'S QUARTERLY	3481	313	2.3	9.0	110	400	4.7	11.5	224	400	5.3	11.5	256				
GLAMOUR	7163	555	4.1	7.7	95	523	6.1	7.3	143	471	6.3	6.6	147				
GOLF DIGEST	2355	290	2.1	12.3	151	*161	1.9	6.8	134	*273	3.6	11.6	259				
GOLF DIGEST/TENNIS (GROSS)	3610	389	2.8	10.8	132	211	2.5	5.8	114	411	5.5	11.4	254				
GOLF MAGAZINE	2046	*179	1.3	8.7	107	*182	2.1	8.9	174	*211	2.8	10.3	230				
GOLF MAGAZINE/SKI (GROSS)	3547	336	2.5	9.5	116	251	2.9	7.1	138	375	5.0	10.6	236				
GOOD HOUSEKEEPING	20353	1837	13.4	9.0	111	862	10.0	4.2	83	749	10.0	3.7	82				
HARPER'S BAZAAR	3362	240	1.8	7.1	87	243	2.8	7.2	141	396	5.3	11.8	263				
HEALTH	2987	272	2.0	9.1	112	*153	1.8	5.1	100	*211	2.8	7.1	158				
HEARST MAG CORP. BUY (GROSS)	67928	6503	47.5	9.6	117	4078	47.5	6.0	117	4128	54.9	6.1	136				
HEARST MAN POWER (GROSS)	11282	1328	9.7	11.8	144	728	8.5	6.5	126	715	9.5	6.3	141				
HEARST WOMAN POWER (GROSS)	40514	3635	26.5	9.0	110	2202	25.6	5.4	106	1860	24.7	4.6	102				
HOUSE BEAUTIFUL	4885	508	3.7	10.4	127	350	4.1	7.2	140	402	5.3	8.2	184				
INC.	1308	*241	1.8	18.4	226	*141	1.6	10.8	211	*228	3.0	17.4	389				
JET	6498	549	4.0	8.4	103	468	5.4	7.2	141	745	9.9	11.5	256				
LADIES' HOME JOURNAL	14797	1583	11.6	10.7	131	720	8.4	4.9	95	609	8.1	4.1	92				
LHJ FAMILY GRP COMBO(GROSS)	21743	2263	16.5	10.4	127	1128	13.1	5.2	101	1061	14.1	4.9	109				
LIFE	9881	916	6.7	9.3	114	720	8.4	7.3	142	793	10.5	8.0	179				
L.A. TIMES HOME MAGAZINE	2775	348	2.5	12.5	154	387	4.5	13.9	272	352	4.7	12.7	283				
MADEMOISELLE	4219	356	2.6	8.4	103	287	3.3	6.8	133	*289	3.8	6.8	153				
MC CALL'S	16422	1605	11.7	9.8	120	886	10.3	5.4	105	802	10.7	4.9	109				
MC CALL'S/WRK MOTHER (GROSS)	17919	1804	13.2	10.1	123	910	10.6	5.1	99	945	12.6	5.3	118				
MECHANIX ILLUSTRATED	4433	480	3.5	10.8	133	*247	2.9	5.6	109	*213	2.8	4.8	107				
METROPOLITAN HOME	1504	*132	1.0	8.8	107	*210	2.4	14.0	273	*187	2.5	12.4	277				
MONEY	4723	594	4.3	12.6	154	416	4.8	8.8	172	571	7.6	12.1	270				
MOTHER EARTH NEWS	2325	*230	1.7	9.9	121	*202	2.4	8.7	170	*173	2.3	7.4	166				
MS.	1189	*146	1.1	12.3	150	*141	1.6	11.9	232	*205	2.7	17.2	385				
NATIONAL ENQUIRER	18892	1370	10.0	7.3	89	822	9.6	4.4	85	691	9.2	3.7	82				
NATIONAL GEOGRAPHIC	22129	2529	18.5	11.4	140	1570	18.3	7.1	139	1517	20.2	6.9	153				
NATIONAL SUNDAY MAGAZINE PKG	103750	9659	70.5	9.3	114	5818	67.7	5.6	110	5075	67.5	4.9	109				
NATURAL HISTORY	1379	*112	0.8	8.1	99	*127	1.5	9.2	180	*176	2.3	12.8	285				
NEW WOMAN	2289	*171	1.2	7.5	91	**97	1.1	4.2	83	**153	2.0	6.7	149				
NEW YORK INCLUDING CUE	1088	**51	0.4	4.7	57	*128	1.5	11.8	230	*191	2.5	17.6	391				
THE NEW YORKER	2459	336	2.5	13.7	167	427	5.0	17.4	339	344	4.6	14.0	312				
NEWSWEEK	16527	1699	12.4	10.3	126	1251	14.6	7.6	148	1240	16.5	7.5	167				
THE N.Y. TIMES DAILY EDITION	2739	261	1.9	9.5	117	435	5.1	15.9	310	405	5.4	14.8	330				
THE N.Y. TIMES MAGAZINE	4443	558	4.1	12.6	154	766	8.9	17.2	337	619	8.2	13.9	311				
OMNI	2799	342	2.5	12.2	150	282	3.3	10.1	197	*293	3.9	10.5	233				
ON CABLE	2209	*252	1.8	11.4	140	*147	1.7	6.7	130	*153	2.0	6.9	154				
1001 HOME IDEAS	3959	407	3.0	10.3	126	255	3.0	6.4	126	*242	3.2	6.1	136				
ORGANIC GARDENING	3111	352	2.6	11.3	139	*137	1.6	4.4	86	*174	2.3	5.6	125				
OUTDOOR LIFE	5024	488	3.6	9.7	119	*145	1.7	2.9	56	*244	3.2	4.9	108				
PARADE MAGAZINE	51292	4551	33.2	8.9	109	3125	36.4	6.1	119	2627	34.9	5.1	114				

	TOTAL U.S. '000	DOMESTIC BRANDY				IMPORTED BRANDY				COGNAC				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	13696	100.0	8.2	100	8588	100.0	5.1	100	7521	100.0	4.5	100				
PARENTS	5298	571	4.2	10.8	132	310	3.6	5.9	114	293	3.9	5.5	123				
PENTHOUSE	5129	593	4.3	11.6	142	392	4.6	7.6	149	388	5.2	7.6	169				
PEOPLE	21070	2068	15.1	9.8	120	1272	14.8	6.0	118	1162	15.5	5.5	123				
PLAYBOY	10562	1087	7.9	10.3	126	640	7.5	6.1	118	772	10.3	7.3	163				
POPULAR HOT RODDING	2498	*174	1.3	7.0	85	**83	1.0	3.3	65	**196	2.6	7.8	175				
POPULAR MECHANICS	5887	597	4.4	10.1	124	394	4.6	6.7	131	315	4.2	5.4	119				
POPULAR SCIENCE	4317	537	3.9	12.4	152	316	3.7	7.3	143	*251	3.3	5.8	130				
PREVENTION	5792	533	3.9	9.2	113	330	3.8	5.7	111	335	4.5	5.8	129				
PSYCHOLOGY TODAY	3284	405	3.0	12.3	151	505	5.9	15.4	300	336	4.5	10.2	228				
READER'S DIGEST	40046	3482	25.4	8.7	106	1994	23.2	5.0	97	1762	23.4	4.4	98				
REDBOOK	9584	788	5.8	8.2	101	523	6.1	5.5	107	497	6.6	5.2	116				
ROAD & TRACK	2590	*205	1.5	7.9	97	*211	2.5	8.1	159	*272	3.6	10.5	234				
ROLLING STONE	3302	300	2.2	9.1	111	*272	3.2	8.2	161	*262	3.5	7.9	177				
RUNNER'S WORLD	1229	*191	1.4	15.5	190	**94	1.1	7.6	149	**139	1.8	11.3	252				
SATURDAY EVENING POST	2110	303	2.2	14.4	176	*124	1.4	5.9	115	**144	1.9	6.8	152				
SCIENCE 84	1543	*175	1.3	11.3	139	*190	2.2	12.3	240	*165	2.2	10.7	238				
SCIENCE DIGEST	1747	272	2.0	15.6	191	*201	2.3	11.5	225	*187	2.5	10.7	239				
SCIENTIFIC AMERICAN	1994	*171	1.2	8.6	105	239	2.8	12.0	234	*278	3.7	13.9	311				
SELF	3119	*248	1.8	8.0	97	*196	2.3	6.3	123	*216	2.9	6.9	154				
SEVENTEEN	3923	*253	1.8	6.4	79	*160	1.9	4.1	80	*217	2.9	5.5	123				
SKI	1501	*157	1.1	10.5	128	*68	0.8	4.5	88	*164	2.2	10.9	244				
SMITHSONIAN	5976	626	4.6	10.5	128	776	9.0	13.0	254	682	9.1	11.4	255				
SOAP OPERA DIGEST	4228	292	2.1	6.9	85	*188	2.2	4.4	87	*251	3.3	5.9	132				
SOUTHERN LIVING	6488	446	3.3	6.9	84	384	4.5	5.9	116	370	4.9	5.7	127				
SPORT	3500	315	2.3	9.0	110	*238	2.8	6.8	133	327	4.3	9.3	208				
THE SPORTING NEWS	2456	*308	2.2	12.5	154	*128	1.5	5.2	102	*233	3.1	9.5	212				
SPORTS AFIELD	3648	460	3.4	12.6	154	*132	1.5	3.6	71	*214	2.8	5.9	131				
SPORTS ILLUSTRATED	14484	1301	9.5	9.0	110	864	10.1	6.0	117	896	11.9	6.2	138				
STAR	12661	971	7.1	7.7	94	586	6.8	4.6	90	580	7.7	4.6	102				
SUNDAY	52799	5140	37.5	9.7	119	3215	37.4	6.1	119	2759	36.7	5.2	117				
SUNSET	3513	662	4.8	18.8	231	397	4.6	11.3	221	433	5.8	12.3	275				
TV GUIDE	42766	3448	25.2	8.1	99	2106	24.5	4.9	96	2059	27.4	4.8	107				
TENNIS	1254	**99	0.7	7.9	97	**50	0.6	4.0	78	**137	1.8	10.9	244				
TIME	22054	2262	16.5	10.3	126	1855	21.6	8.4	164	1603	21.3	7.3	162				
TOWN & COUNTRY	1555	*152	1.1	9.8	120	*172	2.0	11.1	216	*255	3.4	16.4	366				
TRAVEL & LEISURE	2173	260	1.9	12.0	147	238	2.8	11.0	214	281	3.7	12.9	288				
TRUE STORY	4636	279	2.0	6.0	74	**74	0.9	1.6	31	*193	2.6	4.2	93				
U.S. NEWS & WORLD REPORT	10353	999	7.3	9.6	118	779	9.1	7.5	147	783	10.4	7.6	169				
USA TODAY	4994	611	4.5	12.2	150	397	4.6	7.9	155	500	6.6	10.0	223				
US	3528	368	2.7	10.4	128	*158	1.8	4.5	87	*296	3.9	8.4	187				
VOGUE	5424	488	3.6	9.0	110	421	4.9	7.8	152	547	7.3	10.1	225				
WALL STREET JOURNAL	6292	745	5.4	11.8	145	785	9.1	12.5	244	750	10.0	11.9	266				
WEIGHT WATCHERS	2762	*224	1.6	8.1	99	*140	1.6	5.1	99	*136	1.8	4.9	110				
WOMAN'S DAY	16320	1476	10.8	9.0	111	828	9.6	5.1	99	704	9.4	4.3	96				
WORKING MOTHER	1496	*199	1.5	13.3	163	**23	0.3	1.5	30	**143	1.9	9.6	213				
WORKING WOMAN	1851	*152	1.1	8.2	101	*197	2.3	10.6	208	*254	3.4	13.7	306				
WORLD TENNIS	580	**43	0.3	7.4	91	**44	0.5	7.6	148	**103	1.4	17.8	396				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1096	8.0	8.8	108	862	10.0	6.9	136	1280	17.0	10.3	230				
BLAIR INSERTS	91671	8653	63.2	9.4	116	5542	64.5	6.0	118	4970	66.1	5.4	121				
DAILY NEWSPAPERS																	
READ ANY	109190	9633	70.3	8.8	108	5878	68.4	5.4	105	5115	68.0	4.7	104				
READ ONE	89587	7657	55.9	8.5	105	4588	53.4	5.1	100	3745	49.8	4.2	93				
READ TWO OR MORE	19602	1976	14.4	10.1	123	1290	15.0	6.6	129	1370	18.2	7.0	156				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10082	73.6	9.2	113	6276	73.1	5.7	112	5520	73.4	5.0	112				
READ ONE	95074	8377	61.2	8.8	108	5077	59.1	5.3	104	4448	59.1	4.7	104				
READ TWO OR MORE	14588	1705	12.4	11.7	143	1198	13.9	8.2	160	1072	14.3	7.3	164				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.95				30.47				30.76							
30 DAY REACH	149706	12417	90.7	8.3	102	7789	90.7	5.2	102	6873	91.4	4.6	102				
50 SHWG - 30 DAY AV FREQ	15.16	17.14				16.00				15.84							
30 DAY REACH	142406	11971	87.4	8.4	103	7429	86.5	5.2	102	6674	88.7	4.7	105				
25 SHWG - 30 DAY AV FREQ	8.23	9.06				8.52				8.44							
30 DAY REACH	131152	11325	82.7	8.6	106	6970	81.2	5.3	104	6280	83.5	4.8	107				
CABLE TV: HOME WIRED	66879	5556	40.6	8.3	102	3110	36.2	4.7	91	2636	35.0	3.9	88				
HOME NOT WIRED	100848	8140	59.4	8.1	99	5477	63.8	5.4	106	4885	65.0	4.8	108				
HAVE PAY CABLE	35024	3107	22.7	8.9	109	1937	22.6	5.5	108	1634	21.7	4.7	104				

	TOTAL U.S. '000	CHRISTIAN BROTHERS				COURVOISIER				HENNESSEY				REMY MARTIN			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	7013	100.0	4.2	100	5645	100.0	3.4	100	3791	100.0	2.3	100	3689	100.0	2.2	100
MALES	79263	3752	53.5	4.7	113	2947	52.2	3.7	110	2222	58.6	2.8	124	2097	56.8	2.6	120
FEMALES	88464	3261	46.5	3.7	88	2699	47.8	3.1	91	1569	41.4	1.8	78	1592	43.2	1.8	82
18 - 24	28671	702	10.0	2.4	59	809	14.3	2.8	84	767	20.2	2.7	118	*612	16.6	2.1	97
25 - 34	39536	1904	27.1	4.8	115	1645	29.1	4.2	124	998	26.3	2.5	112	946	25.6	2.4	109
35 - 44	28978	1310	18.7	4.5	108	1111	19.7	3.8	114	716	18.9	2.5	109	909	24.6	3.1	143
45 - 54	22345	1154	16.5	5.2	124	958	17.0	4.3	127	660	17.4	3.0	131	541	14.7	2.4	110
55 - 64	22224	1039	14.8	4.7	112	694	12.3	3.1	93	*401	10.6	1.8	80	*436	11.8	2.0	89
65 OR OLDER	25973	903	12.9	3.5	83	429	7.6	1.7	49	*250	6.6	1.0	43	*245	6.6	0.9	43
18 - 34	68207	2606	37.2	3.8	91	2453	43.5	3.6	107	1765	46.6	2.6	114	1557	42.2	2.3	104
18 - 49	108058	4496	64.1	4.2	100	4121	73.0	3.8	113	2925	77.2	2.7	120	2779	75.3	2.6	117
25 - 54	90859	4368	62.3	4.8	115	3714	65.8	4.1	121	2373	62.6	2.6	116	2396	64.9	2.6	120
35 - 49	39851	1890	26.9	4.7	113	1668	29.5	4.2	124	1161	30.6	2.9	129	1221	33.1	3.1	139
50 OR OLDER	59669	2517	35.9	4.2	101	1525	27.0	2.6	76	866	22.8	1.5	64	910	24.7	1.5	69
GRADUATED COLLEGE	28091	1595	22.7	5.7	136	2137	37.9	7.6	226	1064	28.1	3.8	168	1392	37.7	5.0	225
ATTENDED COLLEGE	28938	1379	19.7	4.8	114	1430	25.3	4.9	147	629	16.6	2.2	96	899	24.4	3.1	141
GRADUATED HIGH SCHOOL	65503	2683	38.3	4.1	98	1469	26.0	2.2	67	1404	37.0	2.1	95	959	26.0	1.5	67
DID NOT GRADUATE HIGH SCHOOL	45195	1357	19.3	3.0	72	609	10.8	1.3	40	694	18.3	1.5	68	*439	11.9	1.0	44
EMPLOYED MALES	56429	2724	38.8	4.8	115	2339	41.4	4.1	123	1490	39.3	2.6	117	1687	45.7	3.0	136
EMPLOYED FEMALES	43971	1721	24.5	3.9	94	1701	30.1	3.9	115	1021	26.9	2.3	103	875	23.7	2.0	90
EMPLOYED FULL-TIME	87773	3923	55.9	4.5	107	3678	65.2	4.2	125	2313	61.0	2.6	117	2340	63.4	2.7	121
EMPLOYED PART-TIME	12627	522	7.4	4.1	99	*363	6.4	2.9	85	*198	5.2	1.6	69	**221	6.0	1.8	80
NOT EMPLOYED	67327	2568	36.6	3.8	91	1605	28.4	2.4	71	1280	33.8	1.9	84	1128	30.6	1.7	76
PROFESSIONAL/MANAGER	25845	1521	21.7	5.9	141	1929	34.2	7.5	222	843	22.2	3.3	144	1208	32.7	4.7	213
TECH/CLERICAL/SALES	30895	1456	20.8	4.7	113	1164	20.6	3.8	112	700	18.5	2.3	100	691	18.7	2.2	102
PRECISION/CRAFT	12629	541	7.7	4.3	102	*239	4.2	1.9	56	*250	6.6	2.0	88	**169	4.6	1.3	61
OTHER EMPLOYED	31031	927	13.2	3.0	71	709	12.6	2.3	68	718	18.9	2.3	102	493	13.4	1.6	72
SINGLE	35557	1348	19.2	3.8	91	1528	27.1	4.3	128	1247	32.9	3.5	155	1101	29.8	3.1	141
MARRIED	103585	4422	63.1	4.3	102	3204	56.8	3.1	92	2019	53.3	1.9	86	2020	54.8	2.0	89
DIVORCED/SEPARATED/WIDOWED	28585	1244	17.7	4.4	104	914	16.2	3.2	95	526	13.9	1.8	81	568	15.4	2.0	90
PARENTS	59295	2655	37.9	4.5	107	1758	31.1	3.0	88	1292	34.1	2.2	96	1033	28.0	1.7	79
WHITE	146081	6019	85.8	4.1	99	4515	80.0	3.1	92	2228	58.8	1.5	67	2876	78.0	2.0	90
BLACK	17974	802	11.4	4.5	107	833	14.8	4.6	138	1327	35.0	7.4	327	590	16.0	3.3	149
OTHER	3672	**192	2.7	5.2	125	**298	5.3	8.1	241	**236	6.2	6.4	284	**223	6.0	6.1	276
NORTHEAST-CENSUS	37005	969	13.8	2.6	63	1599	28.3	4.3	128	946	25.0	2.6	113	1294	35.1	3.5	159
NORTH CENTRAL	42642	2568	36.6	6.0	144	861	15.3	2.0	60	708	18.7	1.7	73	554	15.0	1.3	59
SOUTH	56777	1047	14.9	1.8	44	1325	23.5	2.3	69	1386	36.6	2.4	108	838	22.7	1.5	67
WEST	31303	2430	34.6	7.8	186	1861	33.0	5.9	177	751	19.8	2.4	106	1003	27.2	3.2	146
NORTHEAST-MKTG.	38125	1072	15.3	2.8	67	1751	31.0	4.6	136	1080	28.5	2.8	125	1405	38.1	3.7	168
EAST CENTRAL	24794	737	10.5	3.0	71	432	7.7	1.7	52	412	10.9	1.7	74	*300	8.1	1.2	55
WEST CENTRAL	28511	2236	31.9	7.8	188	609	10.8	2.1	63	472	12.5	1.7	73	*382	10.4	1.3	61
SOUTH	48953	796	11.4	1.6	39	1049	18.6	2.1	64	1111	29.3	2.3	100	631	17.1	1.3	59
PACIFIC	27344	2172	31.0	7.9	190	1805	32.0	6.6	196	716	18.9	2.6	116	971	26.3	3.6	161
COUNTY SIZE A	69301	3416	48.7	4.9	118	3674	65.1	5.3	158	2075	54.7	3.0	132	2390	64.8	3.4	157
COUNTY SIZE B	50633	1792	25.6	3.5	85	1332	23.6	2.6	78	1029	27.1	2.0	90	879	23.8	1.7	79
COUNTY SIZE C	26259	1113	15.9	4.2	101	*492	8.7	1.9	56	*409	10.8	1.6	69	**299	8.1	1.1	52
COUNTY SIZE D	21534	692	9.9	3.2	77	**148	2.6	0.7	20	*278	7.3	1.3	57	**121	3.3	0.6	26
METRO CENTRAL CITY	50014	2313	33.0	4.6	111	2490	44.1	5.0	148	1558	41.1	3.1	138	1720	46.6	3.4	156
METRO SUBURBAN	76832	3447	49.2	4.5	107	2574	45.6	3.4	100	1483	39.1	1.9	85	1569	42.5	2.0	93
NON METRO	40881	1253	17.9	3.1	73	582	10.3	1.4	42	751	19.8	1.8	81	*401	10.9	1.0	45
TOP 5 ADI'S	39550	2239	31.9	5.7	135	2423	42.9	6.1	182	1286	33.9	3.3	144	1710	46.4	4.3	197
TOP 10 ADI'S	54877	2620	37.4	4.8	114	3206	56.8	5.8	174	1773	46.8	3.2	143	2154	58.4	3.9	178
TOP 20 ADI'S	77516	3918	55.9	5.1	121	3863	68.4	5.0	148	2268	59.8	2.9	129	2536	68.7	3.3	149
HSHLD INC. \$50,000 OR MORE	17257	940	13.4	5.4	130	1186	21.0	6.9	204	*463	12.2	2.7	119	666	18.1	3.9	175
\$40,000 OR MORE	33235	1681	24.0	5.1	121	1909	33.8	5.7	171	727	19.2	2.2	97	1059	28.7	3.2	145
\$30,000 OR MORE	59693	2956	42.2	5.0	118	3017	53.4	5.1	150	1218	32.1	2.0	90	1880	51.0	3.1	143
\$25,000 OR MORE	76275	3716	53.0	4.9	117	3586	63.5	4.7	140	1564	41.3	2.1	91	2224	60.3	2.9	133
\$20,000 - \$24,999	18607	879	12.5	4.7	113	529	9.4	2.8	84	*409	10.8	2.2	97	*418	11.3	2.2	102
\$15,000 - \$19,999	17175	531	7.6	3.1	74	442	7.8	2.6	76	*494	13.0	2.9	127	*310	8.4	1.8	82
\$10,000 - \$14,999	24569	836	11.9	3.4	81	666	11.8	2.7	81	678	17.9	2.8	122	*446	12.1	1.8	83
UNDER \$10,000	31101	1052	15.0	3.4	81	423	7.5	1.4	40	646	17.0	2.1	92	*290	7.9	0.9	42
HOUSEHOLD OF 1 PERSON	19441	900	12.8	4.6	111	780	13.8	4.0	119	482	12.7	2.5	110	535	14.5	2.8	125
2 PEOPLE	51803	2143	30.6	4.1	99	1874	33.2	3.6	107	1045	27.6	2.0	89	1189	32.2	2.3	104
3 OR 4 PEOPLE	66933	2676	38.2	4.0	96	2249	39.8	3.4	100	1672	44.1	2.5	111	1390	37.7	2.1	94
5 OR MORE PEOPLE	29550	1294	18.5	4.4	105	743	13.2	2.5	75	*592	15.6	2.0	89	*574	15.6	1.9	88
NO CHILD IN HSHLD	96587	3927	56.0	4.1	97	3535	62.6	3.7	109	2265	59.7	2.3	104	2347	63.6	2.4	110
CHILD(REN) UNDER 2 YRS	10844	*491	7.0	4.5	108	*273	4.8	2.5	75	**190	5.0	1.8	78	**152	4.1	1.4	64
2 - 5 YEARS	26358	1284	18.3	4.9	117	553	9.8	2.1	62	476	12.6	1.8	80	**235	6.4	0.9	41
6 - 11 YEARS	30453	1258	17.9	4.1	99	772	13.7	2.5	75	629	16.6	2.1	91	*490	13.3	1.6	73
12 - 17 YEARS	36575	1549	22.1	4.2	101	1196	21.2	3.3	97	831	21.9	2.3	101	866	23.5	2.4	108
RESIDENCE OWNED	117770	4952	70.6	4.2	101	3700	65.5	3.1	93	2213	58.4	1.9	83	2186	59.3	1.9	84
VALUE: \$50,000 OR MORE	70166	3634	51.8	5.2	124	2923	51.8	4.2	124	1396	36.8	2.0	88	1680	45.5	2.4	109
VALUE: UNDER \$50,000	47604	1318	18.8	2.8	66	777	13.8	1.6	48	817	21.6	1.7	76	*506	13.7	1.1	48

		TOTAL	CHRISTIAN BROTHERS				COURVOISIER				HENNESSEY				REMY MARTIN			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	7013	100.0	4.2	100	5645	100.0	3.4	100	3791	100.0	2.3	100	3689	100.0	2.2	100
MAGAZINES	QUINTILE 1	34022	2107	30.0	6.2	148	2052	36.4	6.0	179	1064	28.1	3.1	138	1404	38.1	4.1	188
	QUINTILE 2	34800	1591	22.7	4.6	109	1472	26.1	4.2	126	891	23.5	2.6	113	939	25.5	2.7	123
	QUINTILE 3	30514	1171	16.7	3.8	92	871	15.4	2.9	85	631	16.6	2.1	91	495	13.4	1.6	74
	QUINTILE 4	33324	1239	17.7	3.7	89	654	11.6	2.0	58	711	18.8	2.1	94	504	13.7	1.5	69
	QUINTILE 5	35066	904	12.9	2.6	62	597	10.6	1.7	51	496	13.1	1.4	63	*347	9.4	1.0	45
NEWSPAPERS	QUINTILE 1	29107	1531	21.8	5.3	126	1544	27.4	5.3	158	958	25.3	3.3	146	1002	27.2	3.4	157
	QUINTILE 2	49095	2249	32.1	4.6	110	1659	29.4	3.4	100	823	21.7	1.7	74	1001	27.1	2.0	93
	QUINTILE 3	23107	1109	15.8	4.8	115	736	13.0	3.2	95	484	12.8	2.1	93	438	11.9	1.9	86
	QUINTILE 4	33556	1250	17.8	3.7	89	1096	19.4	3.3	97	798	21.0	2.4	105	721	19.5	2.1	98
	QUINTILE 5	32863	874	12.5	2.7	64	611	10.8	1.9	55	728	19.2	2.2	98	*527	14.3	1.6	73
OUTDOOR	QUINTILE 1	33431	1476	21.0	4.4	106	1306	23.1	3.9	116	618	16.3	1.8	82	731	19.8	2.2	99
	QUINTILE 2	33478	1596	22.8	4.8	114	1218	21.6	3.6	108	659	17.4	2.0	87	797	21.6	2.4	108
	QUINTILE 3	33574	1455	20.7	4.3	104	1228	21.8	3.7	109	1001	26.4	3.0	132	890	24.1	2.7	121
	QUINTILE 4	33935	1342	19.1	4.0	95	1170	20.7	3.4	102	856	22.6	2.5	112	742	20.1	2.2	99
	QUINTILE 5	33310	1143	16.3	3.4	82	724	12.8	2.2	65	658	17.4	2.0	87	529	14.3	1.6	72
RADIO-DRIVE TIME	QUINTILE 1	33136	1584	22.6	4.8	114	1101	19.5	3.3	99	731	19.3	2.2	98	651	17.6	2.0	89
	QUINTILE 2	31658	1355	19.3	4.3	102	1140	20.2	3.6	107	814	21.5	2.6	114	887	24.0	2.8	127
	QUINTILE 3	32541	1362	19.4	4.2	100	1207	21.4	3.7	110	652	17.2	2.0	89	697	18.9	2.1	97
	QUINTILE 4	34247	1494	21.3	4.4	104	1279	22.7	3.7	111	940	24.8	2.7	121	936	25.4	2.7	124
	QUINTILE 5	36144	1218	17.4	3.4	81	918	16.3	2.5	75	654	17.3	1.8	80	518	14.0	1.4	65
RADIO-MID- DAY	TERCILE 1	45037	1803	25.7	4.0	96	1383	24.5	3.1	91	1081	28.5	2.4	106	904	24.5	2.0	91
	TERCILE 2	44819	1988	28.3	4.4	106	1393	24.7	3.1	92	899	23.7	2.0	89	862	23.4	1.9	87
	TERCILE 3	77872	3222	45.9	4.1	99	2869	50.8	3.7	109	1812	47.8	2.3	103	1923	52.1	2.5	112
RADIO-TOTAL	QUINTILE 1	33763	1583	22.6	4.7	112	1093	19.4	3.2	96	764	20.2	2.3	100	718	19.5	2.1	97
	QUINTILE 2	33240	1271	18.1	3.8	91	1139	20.2	3.4	102	762	20.1	2.3	101	751	20.4	2.3	103
	QUINTILE 3	33408	1511	21.5	4.5	108	1283	22.7	3.8	114	820	21.6	2.5	109	914	24.8	2.7	124
	QUINTILE 4	34792	1536	21.9	4.4	106	1231	21.8	3.5	105	809	21.3	2.3	103	790	21.4	2.3	103
	QUINTILE 5	32524	1113	15.9	3.4	82	899	15.9	2.8	82	636	16.8	2.0	87	517	14.0	1.6	72
TV-PRIME TIME	QUINTILE 1	33090	1248	17.8	3.8	90	978	17.3	3.0	88	481	12.7	1.5	64	670	18.2	2.0	92
	QUINTILE 2	33357	1571	22.4	4.7	113	1165	20.6	3.5	104	748	19.7	2.2	99	690	18.7	2.1	94
	QUINTILE 3	33980	1451	20.7	4.3	102	1348	23.9	4.0	118	857	22.6	2.5	112	891	24.2	2.6	119
	QUINTILE 4	33854	1331	19.0	3.9	94	1086	19.2	3.2	95	913	24.1	2.7	119	642	17.4	1.9	86
	QUINTILE 5	33444	1411	20.1	4.2	101	1068	18.9	3.2	95	793	20.9	2.4	105	797	21.6	2.4	108
TV-DAYTIME	TERCILE 1	49121	1930	27.5	3.9	94	1288	22.8	2.6	78	925	24.4	1.9	83	653	17.7	1.3	60
	TERCILE 2	48823	1754	25.0	3.6	86	1531	27.1	3.1	93	1023	27.0	2.1	93	979	26.5	2.0	91
	TERCILE 3	69782	3330	47.5	4.8	114	2827	50.1	4.1	120	1843	48.6	2.6	117	2057	55.8	2.9	134
TV-TOTAL	QUINTILE 1	33584	1340	19.1	4.0	95	1055	18.7	3.1	93	619	16.3	1.8	82	533	14.4	1.6	72
	QUINTILE 2	33441	1344	19.2	4.0	96	930	16.5	2.8	83	762	20.1	2.3	101	605	16.4	1.8	82
	QUINTILE 3	33505	1403	20.0	4.2	100	1224	21.7	3.7	109	623	16.4	1.9	82	776	21.0	2.3	105
	QUINTILE 4	33466	1358	19.4	4.1	97	1099	19.5	3.3	98	717	18.9	2.1	95	767	20.8	2.3	104
	QUINTILE 5	33731	1567	22.3	4.6	111	1338	23.7	4.0	118	1072	28.3	3.2	141	1007	27.3	3.0	136
MAGAZINES-NEWSPAPERS: DUAL		44503	2599	37.1	5.8	140	2423	42.9	5.4	162	1286	33.9	2.9	128	1492	40.4	3.4	152
MAGAZINE IMPERATIVE		39363	1609	22.9	4.1	98	1539	27.3	3.9	116	1045	27.6	2.7	117	1079	29.2	2.7	125
NEWSPAPER IMPERATIVE		46441	1791	25.5	3.9	92	1087	19.3	2.3	70	766	20.2	1.6	73	699	18.9	1.5	68
MAGAZINES-OUTDOOR: DUAL		33726	1708	24.4	5.1	121	1786	31.6	5.3	157	860	22.7	2.5	113	1067	28.9	3.2	144
MAGAZINE IMPERATIVE		52846	2650	37.8	5.0	120	2254	39.9	4.3	127	1592	42.0	3.0	133	1583	42.9	3.0	136
OUTDOOR IMPERATIVE		52140	1998	28.5	3.8	92	1076	19.1	2.1	61	883	23.3	1.7	75	721	19.5	1.4	63
MAGAZINES-RADIO: DUAL		37081	1876	26.8	5.1	121	1642	29.1	4.4	132	1029	27.1	2.8	123	1195	32.4	3.2	147
MAGAZINE IMPERATIVE		49747	2550	36.4	5.1	123	2432	43.1	4.9	145	1255	33.1	2.5	112	1468	39.8	3.0	132
RADIO IMPERATIVE		49208	1702	24.3	3.5	83	1073	19.0	2.2	65	974	25.7	2.0	88	670	18.2	1.4	62
MAGAZINES-TELEVISION: DUAL		33103	1694	24.2	5.1	122	1464	25.9	4.4	131	867	22.9	2.6	116	789	21.4	2.4	108
MAGAZINE IMPERATIVE		54575	2749	39.2	5.0	120	2665	47.2	4.9	145	1555	41.0	2.8	126	1924	52.2	3.5	160
TELEVISION IMPERATIVE		53249	1724	24.6	3.2	77	978	17.3	1.8	55	854	22.5	1.6	71	621	16.8	1.2	53
NEWSPAPERS-OUTDOOR: DUAL		36255	1645	23.5	4.5	109	1363	29.8	4.6	138	626	16.5	1.7	76	872	23.6	2.4	109
NEWSPAPER IMPERATIVE		55591	2728	38.9	4.9	117	1906	33.8	3.4	102	1403	37.0	2.5	112	1323	35.9	2.4	108
OUTDOOR IMPERATIVE		48319	1990	28.4	4.1	98	1333	23.6	2.8	82	1164	30.7	2.4	107	1029	27.9	2.1	97
NEWSPAPERS-RADIO: DUAL		37242	1827	26.1	4.9	117	1499	26.6	4.0	120	1029	27.1	2.8	122	1077	29.2	2.9	131
NEWSPAPER IMPERATIVE		54423	2741	39.1	5.0	120	2197	38.9	4.0	120	1095	28.9	2.0	89	1233	33.4	2.3	103
RADIO IMPERATIVE		46650	1760	25.1	3.8	90	1311	23.2	2.8	84	1034	27.3	2.2	98	896	24.3	1.9	87
NEWSPAPERS-TELEVISION: DUAL		35974	1624	23.2	4.5	108	1347	23.9	3.7	111	714	18.8	2.0	88	851	23.1	2.4	108
NEWSPAPER IMPERATIVE		56095	2915	41.6	5.2	124	2318	41.1	4.1	123	1350	35.6	2.4	106	1459	39.6	2.6	118
TELEVISION IMPERATIVE		47170	1640	23.4	3.5	83	1065	18.9	2.3	67	964	25.4	2.0	90	683	18.5	1.4	66
OUTDOOR-RADIO: DUAL		33748	1423	20.3	4.2	101	1284	22.7	3.8	113	679	17.9	2.0	89	740	20.1	2.2	100
OUTDOOR IMPERATIVE		52785	2391	34.1	4.5	108	1987	35.2	3.8	112	1125	29.7	2.1	94	1319	35.8	2.5	114
RADIO IMPERATIVE		52882	2239	31.9	4.2	101	1606											

	TOTAL U.S. '000	CHRISTIAN BROTHERS				COURVOISIER				HENNESSEY				REMY MARTIN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	7013	100.0	4.2	100	5645	100.0	3.4	100	3791	100.0	2.3	100	3689	100.0	2.2	100
ATLANTIC MONTHLY	867	**36	0.5	4.2	99	*112	2.0	12.9	384	**81	2.1	9.3	413	**132	3.6	15.2	692
BARRON'S	1580	**97	1.4	6.1	147	*185	3.3	11.7	348	**52	1.4	3.3	146	*96	2.6	6.1	276
BETTER HOMES & GARDENS	22203	1129	16.1	5.1	122	850	15.1	3.8	114	409	10.8	1.8	82	527	14.3	2.4	108
BON APPETIT	3810	*261	3.7	6.9	164	385	6.8	10.1	300	*117	3.1	3.1	136	323	8.8	8.5	385
BUSINESS WEEK	4663	*324	4.6	6.9	166	380	6.7	8.1	242	*269	7.1	5.8	255	355	9.6	7.6	346
CAR AND DRIVER	3102	**89	1.3	2.9	69	*193	3.4	6.2	185	**119	3.1	3.8	170	*177	4.8	5.7	259
CBS MAGAZINE NETWORK (GROSS)	7311	370	5.3	5.1	121	489	8.7	6.7	199	353	9.3	4.8	214	444	12.0	6.1	276
CHANGING TIMES	3400	276	3.9	8.1	194	*172	3.0	5.1	150	**96	2.5	2.8	125	*157	4.3	4.6	210
COLONIAL HOMES	1796	**71	1.0	4.0	95	**83	1.5	4.6	137	**35	0.9	1.9	86	**76	2.1	4.2	192
CONDE NAST MAG. PKG. (GROSS)	19924	974	13.9	4.9	117	1314	23.3	6.6	196	563	14.9	2.8	125	884	24.0	4.4	202
CONSUMERS DIGEST	3125	*218	3.1	7.0	167	*181	3.2	5.8	172	**73	1.9	2.3	103	**100	2.7	3.2	145
COSMOPOLITAN	10577	554	7.9	5.2	125	574	10.2	5.4	161	247	6.5	2.3	103	402	10.9	3.8	173
COUNTRY LIVING	3746	*228	3.3	6.1	146	*134	2.4	3.6	106	**99	2.6	2.6	117	**59	1.6	1.6	72
CUISINE	2214	*145	2.1	6.5	157	203	3.6	9.2	272	*114	3.0	5.1	228	*206	5.6	9.3	423
CYCLE WORLD	2394	**72	1.0	3.0	72	**65	1.2	2.7	81	**73	1.9	3.0	135	**61	1.7	2.5	116
DCI:CREATIVE IDEAS FOR LIV	3068	**104	1.5	3.4	81	**62	1.1	2.0	60	**85	2.2	2.8	123	**63	1.7	2.1	93
DCI:CREAT. IDEA/SO. LIV (GROSS)	9556	291	4.1	3.0	73	252	4.5	2.6	78	*244	6.4	2.6	113	*249	6.7	2.6	118
DISCOVER	2277	*175	2.5	7.7	184	*129	2.3	5.7	168	*109	2.9	4.8	212	**90	2.4	4.0	180
EBONY	7187	366	5.2	5.1	122	494	8.8	6.9	204	607	16.0	8.4	374	378	10.2	5.3	239
ESQUIRE	2560	*118	1.7	4.6	110	222	3.9	8.7	258	*144	3.8	5.6	249	*127	3.4	5.0	226
ESSENCE	3242	*205	2.9	6.3	151	307	5.4	9.5	281	333	8.8	10.3	454	*253	6.9	7.8	355
FAMILY CIRCLE	19639	942	13.4	4.8	115	573	10.2	2.9	87	235	6.2	1.2	53	403	10.9	2.1	93
THE FAMILY HANDYMAN	3540	305	4.3	8.6	206	*114	2.0	3.2	96	**92	2.4	2.6	115	*142	3.8	4.0	182
FAMILY WEEKLY	23924	1190	17.0	5.0	119	613	10.9	2.6	76	387	10.2	1.6	72	280	7.6	1.2	53
FIELD & STREAM	9883	453	6.5	4.6	110	*161	2.9	1.6	48	*149	3.9	1.5	67	*140	3.8	1.4	64
FOOD & WINE	1030	**46	0.7	4.5	107	**106	1.9	10.3	306	**63	1.7	6.1	271	**86	2.3	8.3	380
FORBES	2679	*173	2.5	6.5	154	330	5.8	12.3	366	*131	3.5	4.9	216	*202	5.5	7.5	343
FORTUNE	2931	*162	2.3	5.5	132	307	5.4	10.5	311	*186	4.9	6.3	281	234	6.3	8.0	363
GENTLEMEN'S QUARTERLY	3481	*211	3.0	6.1	145	348	6.2	10.0	297	*168	4.4	4.8	214	277	7.5	8.0	362
GLAMOUR	7163	361	5.1	5.0	121	465	8.2	6.5	193	*213	5.6	3.0	132	*320	8.7	4.5	203
GOLF DIGEST	2355	*161	2.3	6.8	164	*205	3.6	8.7	259	*139	3.7	5.9	261	**129	3.5	5.5	249
GOLF DIGEST/TENNIS (GROSS)	3610	*225	3.2	6.2	149	259	4.6	7.2	213	*188	5.0	5.2	230	*173	4.7	4.8	218
GOLF MAGAZINE	2046	*105	1.5	5.1	123	*175	3.1	8.6	254	*90	2.4	4.4	195	**167	4.5	8.2	371
GOLF MAGAZINE/SKI (GROSS)	3547	*159	2.3	4.5	107	294	5.2	8.3	246	*146	3.9	4.1	182	*227	6.2	6.4	291
GOOD HOUSEKEEPING	20353	905	12.9	4.4	106	481	8.5	2.4	70	347	9.2	1.7	75	323	8.8	1.6	72
HARPER'S BAZAAR	3362	*198	2.8	5.9	141	*310	5.5	9.2	274	**114	3.0	3.4	150	*226	6.1	6.7	306
HEALTH	2987	*140	2.0	4.7	112	**138	2.4	4.6	137	**46	1.2	1.5	68	**81	2.2	2.7	123
HEARST MAG CORP. BUY (GROSS)	67928	3510	50.0	5.2	124	2856	50.6	4.2	125	1621	42.8	2.4	106	1988	53.9	2.9	133
HEARST MAN POWER (GROSS)	11282	781	11.1	6.9	166	446	7.9	4.0	117	312	8.2	2.8	122	302	8.2	2.7	122
HEARST WOMAN POWER (GROSS)	40514	1834	26.2	4.5	108	1433	25.4	3.5	105	749	19.8	1.8	82	992	26.9	2.4	111
HOUSE BEAUTIFUL	4885	281	4.0	5.8	138	229	4.1	4.7	139	*159	4.2	3.3	144	*196	5.3	4.0	182
INC.	1308	**127	1.8	9.7	232	*143	2.5	10.9	325	**117	3.1	8.9	396	*138	3.7	10.6	480
JET	6498	313	4.5	4.8	115	447	7.9	6.9	204	630	16.6	9.7	429	309	8.4	4.8	216
LADIES' HOME JOURNAL	14797	823	11.7	5.6	133	520	9.2	3.5	104	316	8.3	2.1	94	322	8.7	2.2	99
LHJ FAMILY GRP COMBO (GROSS)	21743	1221	17.4	5.6	134	805	14.3	3.7	110	418	11.0	1.9	85	528	14.3	2.4	110
LIFE	9881	510	7.3	5.2	123	574	10.2	5.8	173	362	9.5	3.7	162	364	9.9	3.7	167
L.A. TIMES HOME MAGAZINE	2775	187	2.7	6.7	161	386	6.8	13.9	413	*108	2.8	3.9	172	*216	5.9	7.8	354
MADEMOISELLE	4219	**178	2.5	4.2	101	*216	3.8	5.1	152	**106	2.8	2.5	111	*180	4.9	4.3	194
MC CALL'S	16422	799	11.4	4.9	116	536	9.5	3.3	97	289	7.6	1.8	78	408	11.1	2.5	113
MC CALL'S/MRK MOTHER (GROSS)	17919	891	12.7	5.0	119	584	10.3	3.3	97	370	9.8	2.1	91	434	11.8	2.4	110
MECHANIX ILLUSTRATED	4433	320	4.6	7.2	173	*110	1.9	2.5	74	**83	2.2	1.9	83	**65	1.8	1.5	67
METROPOLITAN HOME	1504	**102	1.5	6.8	162	*110	1.9	7.3	217	**112	3.0	7.4	329	*98	2.7	6.5	296
MONEY	4723	351	5.0	7.4	178	399	7.1	8.4	251	*188	5.0	4.0	176	281	7.6	5.9	271
MOTHER EARTH NEWS	2325	**89	1.3	3.8	92	*143	2.5	6.2	183	*73	1.9	3.1	139	*135	3.7	5.8	264
MS.	1189	**109	1.6	9.2	219	*137	2.4	11.5	342	*73	1.9	6.1	272	*136	3.7	11.4	520
NATIONAL ENQUIRER	18892	786	11.2	4.2	100	582	10.3	3.1	92	404	10.7	2.1	95	306	8.3	1.6	74
NATIONAL GEOGRAPHIC	22129	1458	20.8	6.6	158	1323	23.4	6.0	178	659	17.4	3.0	132	763	20.7	3.4	157
NATIONAL SUNDAY MAGAZINE PKG	103750	4953	70.6	4.8	114	4092	72.5	3.9	117	2327	61.4	2.2	99	2449	66.4	2.4	107
NATURAL HISTORY	1379	**104	1.5	7.5	180	*138	2.4	10.0	297	**86	2.3	6.2	276	**96	2.6	7.0	317
NEW WOMAN	2289	**110	1.6	4.8	115	**121	2.1	5.3	157	**79	2.1	3.5	153	**93	2.5	4.1	185
NEW YORK INCLUDING CUE	1088	**16	0.2	1.5	35	*113	2.0	10.4	309	**47	1.2	4.3	191	*103	2.8	9.5	430
THE NEW YORKER	2459	*162	2.3	6.6	158	262	4.6	10.7	317	*110	2.9	4.5	198	226	6.1	9.2	418
NEWSWEEK	16527	879	12.5	5.3	127	986	17.5	6.0	177	401	10.6	2.4	107	544	14.7	3.3	150
THE N.Y. TIMES DAILY EDITION	2739	**66	0.9	2.4	58	381	6.7	13.9	413	*180	4.7	6.6	291	269	7.3	9.8	447
THE N.Y. TIMES MAGAZINE	4443	*240	3.4	5.4	129	558	9.9	12.6	373	256	6.8	5.8	255	475	12.9	10.7	486
OMNI	2799	*200	2.9	7.1	171	*172	3.0	6.1	183	**77	2.0	2.8	122	*140	3.8	5.0	227
ON CABLE	2209	**136	1.9	6.2	147	**75	1.3	3.4	101	**72	1.9	3.3	144	**53	1.4	2.4	109
1001 HOME IDEAS	3959	*259	3.7	6.5	156	*147	2.6	3.7	110	**56	1.5	1.4	63	*125	3.4	3.2	144
ORGANIC GARDENING	3111	*167	2.4	5.4	128	**68	1.2	2.2	65	**78	2.1	2.5	111	**78	2.1	2.5	114
OUTDOOR LIFE	5024	224	3.2	4.5	107	*112	2.0	2.2	66	*126	3.3	2.5	111	**100	2.7	2.0	90
PARADE MAGAZINE	51292	2196	31.3	4.3	102	1980	35.1	3.9	115	1307	34.5	2.5	113	1305	35.4	2.5	116

	TOTAL U.S. '000	CHRISTIAN BROTHERS				COURVOISIER				HENNESSEY				REMY MARTIN			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	7013	100.0	4.2	100	5645	100.0	3.4	100	3791	100.0	2.3	100	3689	100.0	2.2	100
PARENTS	5298	*268	3.8	5.1	121	*208	3.7	3.9	117	**130	3.4	2.5	109	**95	2.6	1.8	82
PENTHOUSE	5129	361	5.1	7.0	168	312	5.5	6.1	181	*262	6.9	5.1	226	253	6.9	4.9	224
PEOPLE	21070	1264	18.0	6.0	143	931	16.5	4.4	131	538	14.2	2.6	113	669	18.1	3.2	144
PLAYBOY	10562	509	7.3	4.8	115	568	10.1	5.4	160	366	9.7	3.5	153	398	10.8	3.8	171
POPULAR HOT RODDING	2498	**112	1.6	4.5	107	**88	1.6	3.5	105	**64	1.7	2.6	113	**84	2.3	3.4	153
POPULAR MECHANICS	5887	370	5.3	6.3	150	*250	4.4	4.2	126	*140	3.7	2.4	105	*138	3.7	2.3	107
POPULAR SCIENCE	4317	313	4.5	7.3	173	*164	2.9	3.8	113	**127	3.4	2.9	130	*131	3.6	3.0	138
PREVENTION	5792	255	3.6	4.4	105	282	5.0	4.9	145	**62	1.6	1.1	47	*127	3.4	2.2	100
PSYCHOLOGY TODAY	3284	*208	3.0	6.3	151	326	5.8	9.9	295	*120	3.2	3.7	162	*207	5.6	6.3	287
READER'S DIGEST	40046	2017	28.8	5.0	120	1350	23.9	3.4	100	885	23.3	2.2	98	734	19.9	1.8	83
REDBOOK	9584	375	5.3	3.9	94	378	6.7	3.9	117	*155	4.1	1.6	72	*268	7.3	2.8	127
ROAD & TRACK	2590	**104	1.5	4.0	96	*239	4.2	9.2	274	**113	3.0	4.4	193	*180	4.9	6.9	316
ROLLING STONE	3302	*159	2.3	4.8	115	*208	3.7	6.3	187	**74	2.0	2.2	99	*167	4.5	5.1	230
RUNNER'S WORLD	1229	**88	1.3	7.2	171	**67	1.2	5.5	162	**20	0.5	1.6	72	**51	1.4	4.1	189
SATURDAY EVENING POST	2110	*115	1.6	5.5	130	**72	1.3	3.4	101	**46	1.2	2.2	96	**50	1.4	2.4	108
SCIENCE 84	1543	**62	0.9	4.0	96	*137	2.4	8.9	264	**46	1.2	3.0	132	**96	2.6	6.2	283
SCIENCE DIGEST	1747	**132	1.9	7.6	181	**127	2.2	7.3	216	**90	2.4	5.2	228	**98	2.7	5.6	255
SCIENTIFIC AMERICAN	1994	*61	0.9	3.1	73	*178	3.2	8.9	265	**106	2.8	5.3	235	*178	4.8	8.9	406
SELF	3119	*187	2.7	6.0	143	*160	2.8	5.1	152	**72	1.9	2.3	102	**109	3.0	3.5	159
SEVENTEEN	3923	**166	2.4	4.2	101	**128	2.3	3.3	97	**65	1.7	1.7	73	**158	4.3	4.0	183
SKI	1501	**54	0.8	3.6	86	*119	2.1	7.9	236	**56	1.5	3.7	165	**60	1.6	4.0	182
SMITHSONIAN	5976	355	5.1	5.9	142	524	9.3	8.8	261	293	7.7	4.9	217	349	9.5	5.8	266
SOAP OPERA DIGEST	4228	*152	2.2	3.6	86	*193	3.4	4.6	136	*156	4.1	3.7	163	**139	3.8	3.3	149
SOUTHERN LIVING	6488	*187	2.7	2.9	69	*190	3.4	2.9	87	*160	4.2	2.5	109	*186	5.0	2.9	130
SPORT	3500	*280	4.0	8.0	191	*141	2.5	4.0	120	*145	3.8	4.1	183	**115	3.1	3.3	149
THE SPORTING NEWS	2456	*234	3.3	9.5	228	**67	1.2	2.7	81	**86	2.3	3.5	155	**86	2.3	3.5	159
SPORTS AFIELD	3648	280	4.0	7.7	184	**70	1.2	1.9	57	**83	2.2	2.3	101	**66	1.8	1.8	82
SPORTS ILLUSTRATED	14484	763	10.9	5.3	126	606	10.7	4.2	124	447	11.8	3.1	137	443	12.0	3.1	139
STAR	12661	446	6.4	3.5	84	357	6.3	2.8	84	259	6.8	2.0	91	*199	5.4	1.6	71
SUNDAY	52799	2512	35.8	4.8	114	2205	39.1	4.2	124	1325	35.0	2.5	111	1365	37.0	2.6	118
SUNSET	3513	441	6.3	12.6	300	*314	5.6	8.9	266	**153	4.0	4.4	193	*206	5.6	5.9	267
TV GUIDE	42766	1739	24.8	4.1	97	1495	26.5	3.5	104	1051	27.7	2.5	109	997	27.0	2.3	106
TENNIS	1254	**65	0.9	5.2	124	**54	1.0	4.3	128	**49	1.3	3.9	173	**45	1.2	3.6	163
TIME	22054	1272	18.1	5.8	138	1468	26.0	6.7	198	691	18.2	3.1	139	985	26.7	4.5	203
TOWN & COUNTRY	1555	**83	1.2	5.3	128	*166	2.9	10.7	317	**111	2.9	7.1	316	*105	2.8	6.8	307
TRAVEL & LEISURE	2173	*149	2.1	6.9	164	*219	3.9	10.1	299	*157	4.1	7.2	320	*136	3.7	6.3	285
TRUE STORY	4636	*123	1.8	2.7	63	**54	1.0	1.2	35	**53	1.4	1.1	51	**62	1.7	1.3	61
U.S. NEWS & WORLD REPORT	10353	589	8.4	5.7	136	625	11.1	6.0	179	313	8.3	3.0	134	432	11.7	4.2	190
USA TODAY	4994	349	5.0	7.0	167	446	7.9	8.9	265	218	5.8	4.4	193	275	7.5	5.5	250
US	3528	*230	3.3	6.5	156	*172	3.0	4.9	145	**95	2.5	2.7	119	**130	3.5	3.7	168
VOGUE	5424	*248	3.5	4.6	109	473	8.4	8.7	259	*172	4.5	3.2	140	274	7.4	5.1	230
HALL STREET JOURNAL	6292	516	7.4	8.2	196	741	13.1	11.8	350	319	8.4	5.1	224	379	10.3	6.0	274
HEIGHT WATCHERS	2762	**84	1.2	3.0	73	**110	1.9	4.0	118	**55	1.5	2.0	88	**90	2.4	3.3	148
WOMAN'S DAY	16320	738	10.5	4.5	108	549	9.7	3.4	100	*246	6.5	1.5	67	334	9.1	2.0	93
WORKING MOTHER	1496	**92	1.3	6.1	147	**48	0.9	3.2	95	**81	2.1	5.4	240	**27	0.7	1.8	82
WORKING WOMAN	1851	**83	1.2	4.5	107	*158	2.8	8.5	254	**63	1.7	3.4	151	**114	3.1	6.2	280
WORLD TENNIS	580	**66	0.9	11.4	272	**25	0.4	4.3	128	**48	1.3	8.3	366	**48	1.3	8.3	376
ZIFF-DAVIS MAG NETWK (GROSS)	12412	659	9.4	5.3	127	770	13.6	6.2	184	551	14.5	4.4	196	663	18.0	5.3	243
BLAIR INSERTS	91671	4383	62.5	4.8	114	4004	70.9	4.4	130	2205	58.2	2.4	106	2590	70.2	2.8	128
DAILY NEWSPAPERS																	
READ ANY	109190	5006	71.4	4.6	110	4006	71.0	3.7	109	2514	66.3	2.3	102	2537	68.8	2.3	106
READ ONE	89587	4011	57.2	4.5	107	2992	53.0	3.3	99	1839	48.5	2.1	91	1859	50.4	2.1	94
READ TWO OR MORE	19602	994	14.2	5.1	121	1014	18.0	5.2	154	675	17.8	3.4	152	679	18.4	3.5	157
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5158	73.5	4.7	112	4388	77.7	4.0	119	2440	64.4	2.2	98	2751	74.6	2.5	114
READ ONE	95074	4289	61.2	4.5	108	3534	62.6	3.7	110	1964	51.8	2.1	91	2179	59.1	2.3	104
READ TWO OR MORE	14588	869	12.4	6.0	142	853	15.1	5.8	174	475	12.5	3.3	144	573	15.5	3.9	179
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.53				30.93				25.49				28.67			
30 DAY REACH	149706	6305	89.9	4.2	101	5213	92.3	3.5	103	3358	88.6	2.2	99	3431	93.0	2.3	104
50 SHWG - 30 DAY AV FREQ	15.16	15.93				15.80				13.05				14.72			
30 DAY REACH	142406	6067	86.5	4.3	102	5097	90.3	3.6	106	3263	86.1	2.3	101	3330	90.3	2.3	106
25 SHWG - 30 DAY AV FREQ	8.23	8.42				8.36				6.90				7.92			
30 DAY REACH	131152	5723	81.6	4.4	104	4848	85.9	3.7	110	3098	81.7	2.4	105	3121	84.6	2.4	108
CABLE TV: HOME WIRED	66879	3067	43.7	4.6	110	2100	37.2	3.1	93	1242	32.8	1.9	82	1249	33.9	1.9	85
HOME NOT WIRED	100848	3946	56.3	3.9	94	3546	62.8	3.5	104	2549	67.2	2.5	112	2440	66.1	2.4	110
HAVE PAY CABLE	35024	1632	23.3	4.7	111	1283	22.7	3.7	109	705	18.6	2.0	89	811	22.0	2.3	105

CORDIALS & LIQUEURS

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-20

	'000	%	UNWEIGHTED	
1A. DO YOU YOURSELF DRINK THEM?				
YES	36843	22.0	4392	
NO	130884	78.0	14718	
	ALL		SOLE	
	PRIMARY		SECONDARY	
	'000	%	'000	%
	'000	%	'000	%
IF YOU DO				
1B. WHAT TYPES DO YOU DRINK?				
DOMESTIC	22994	13.7	14118	8.4
IMPORTED	18017	10.7	9141	5.4
DO NOT KNOW	4708	2.8		
1C. WHAT KINDS DO YOU DRINK?				
ANISETTE	4929	2.9	605	.4
APRICOT	4372	2.6	440	.3
AQUAVIT	512	.3	64	*
BLACKBERRY	5121	3.1	583	.3
COFFEE	7216	4.3	1816	1.1
CREME DE CACAO	9707	5.8	1380	.8
CREME DE MENTHE	10174	6.1	1405	.8
PEPPERMINT SCHNAPPS	9395	5.6	2053	1.2
SLOE GIN	5044	3.0	1226	.7
TRIPLE SEC	4293	2.6	629	.4
OTHERS	11443	6.8	4936	2.9
DO NOT KNOW	2281	1.4		

IF YOU DO

1D. WHO DECIDES WHICH BRANDS OF
CORDIALS OR LIQUEURS YOU DRINK?
(MARK AS MANY AS APPLY)

YOURSELF	28714	17.1	3403
YOUR HUSBAND/WIFE	10440	6.2	1206
LIQUOR DEALER	728	.4	100
OTHER MALE	2743	1.6	279
OTHER FEMALE	2196	1.3	201
DO NOT KNOW	2324	1.4	284

1E. WHICH BRANDS DO YOU DRINK?

AALBORG	314	.2	14	*	190	.1	110	.1	43
AMARETTO DEL ORSO	1418	.8	84	.1	848	.5	486	.3	145
AMARETTO DI AMORE	3013	1.8	300	.2	2111	1.3	602	.4	320
AMARETTO DI SARONNO	8808	5.3	755	.5	6206	3.7	1847	1.1	1019
AMARETTO DI TORINO	692	.4	55	*	481	.3	157	.1	96
AMERICAN CREAM	1077	.6	175	.1	519	.3	383	.2	105
ARROW	2722	1.6	705	.4	1386	.8	630	.4	307
ASHANTI GOLD	255	.2			179	.1	76	*	29
BAILEY'S IRISH CREAM	10107	6.0	610	.4	6634	4.0	2863	1.7	1198
BENEDICTINE	2180	1.3	86	.1	1287	.8	807	.5	263
B & B	3699	2.2	163	.1	2058	1.2	1477	.9	492
CAROLANS CREAM	379	.2	13	*	210	.1	156	.1	59
CHARTREUSE	751	.4	14	*	413	.2	325	.2	100
CHERI-SUISSE	361	.2			251	.1	110	.1	52
COCONUT AMARETTO	1227	.7	10	*	797	.5	419	.2	124
COCORIBE	470	.3			348	.2	122	.1	62
COINTREAU	2723	1.6	47	*	1456	.9	1220	.7	353
DE KUYPER	3525	2.1	496	.3	1937	1.2	1092	.7	434
DRAMBUIE	4860	2.9	306	.2	2725	1.6	1829	1.1	613
EMMETS IRISH CREAM	1206	.7	24	*	632	.4	550	.3	164
GALLIANO	3985	2.4	148	.1	2264	1.3	1573	.9	458
GARNIER AMARETTO	613	.4	21	*	380	.2	212	.1	87
GRAND MARNIER	5231	3.1	66	*	3026	1.8	2138	1.3	618
GREENSLEEVES	259	.2			233	.1	26	*	32
HIRAM WALKER	2938	1.8	334	.2	1827	1.1	777	.5	354

CORDIALS & LIQUEURS (CONTINUED)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-20

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
HONEY DEM CREAM	384	.2			327	.2	57	*	43
IRISH MIST	2246	1.3	55	*	1313	.8	877	.5	289
KAHLUA	13012	7.8	1259	.8	8432	5.0	3321	2.0	1520
KAMORA	219	.1			184	.1	34	*	29
KIRSBERRY	216	.1	13	*	142	.1	60	*	26
LEROUX	1782	1.1	239	.1	996	.6	547	.3	215
LOCHAN ORA	418	.2	6	*	224	.1	188	.1	50
MARIE BRIZARD	365	.2	24	*	195	.1	146	.1	52
MCGUIRE'S	173	.1	14	*	63	*	97	.1	24
MIDORI	1068	.6	5	*	575	.3	489	.3	101
METAXA	731	.4	20	*	331	.2	380	.2	99
MEYERS'S ORIGINAL RUM CREAM	1214	.7	68	*	705	.4	441	.3	120
O'DARBY IRISH CREAM	637	.4			354	.2	283	.2	85
OLD MR. BOSTON	1504	.9	347	.2	675	.4	482	.3	194
PERNOD	612	.4			340	.2	272	.2	77
PETER HEERING (CHERRY HEERING)	1602	1.0	25	*	685	.4	892	.5	191
PRALINE	843	.5	2	*	307	.2	534	.3	84
SABRA	875	.5	72	*	430	.3	373	.2	109
SALIGNAC	317	.2	2	*	307	.2	7	*	35
SAMBUCA ROMANA	1855	1.1	19	*	1202	.7	634	.4	230
SOUTHERN COMFORT	4773	2.8	227	.1	2984	1.8	1561	.9	589
STEEL	304	.2	7	*	217	.1	81	*	37
TIA MARIA	3597	2.1	73	*	2260	1.3	1264	.8	466
TUACA	450	.3			261	.2	189	.1	59
VANDERMINT	1507	.9	17	*	862	.5	628	.4	184
VENETIAN CREAM	491	.3			393	.2	98	.1	66
WATERFORD CREAM	659	.4	33	*	361	.2	264	.2	67
WILD TURKEY LIQUEUR	1983	1.2	157	.1	1040	.6	786	.5	229
YUKON JACK	2295	1.4	82	*	1012	.6	1201	.7	225
OTHER BRANDS	7654	4.6	2174	1.3	3372	2.0	2108	1.3	892
DO NOT KNOW	1826	1.1							219

IN LAST 7 DAYS

	'000	%	UNWEIGHTED
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1F. ABOUT HOW MANY DRINKS OR GLASSES OF CORDIALS OR LIQUEURS DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

8 OR MORE	H	756	.5	88
7	H	370	.2	64
5 - 6	H	611	.4	87
3 - 4	H	2358	1.4	334
2	H	4170	2.5	489
1	M	5382	3.2	664
NONE	L	23197	13.8	2666

IN LAST 30 DAYS

	'000	%	UNWEIGHTED
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... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

8 OR MORE		2553	1.5	314
7		1369	.8	210
5 - 6		3011	1.8	355
3 - 4		4878	2.9	620
2		6045	3.6	723
1		4949	3.0	596
NONE		14039	8.4	1574

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	36843	100.0	22.0	100	8264	100.0	4.9	100	5382	100.0	3.2	100	23197	100.0	13.8	100
MALES	79263	15710	42.6	19.8	90	3753	45.4	4.7	96	2318	43.1	2.9	91	9639	41.6	12.2	88
FEMALES	88464	21133	57.4	23.9	109	4511	54.6	5.1	103	3064	56.9	3.5	108	13558	58.4	15.3	111
18 - 24	28671	5790	15.7	20.2	92	1332	16.1	4.6	94	691	12.8	2.4	75	3767	16.2	13.1	95
25 - 34	39536	10240	27.8	25.9	118	2118	25.6	5.4	109	1350	25.1	3.4	106	6771	29.2	17.1	124
35 - 44	28978	7370	20.0	25.4	116	1387	16.8	4.8	97	1161	21.6	4.0	125	4822	20.8	16.6	120
45 - 54	22345	5046	13.7	22.6	103	1134	13.7	5.1	103	715	13.3	3.2	100	3197	13.8	14.3	103
55 - 64	22224	4799	13.0	21.6	98	1148	13.9	5.2	105	869	16.1	3.9	122	2782	12.0	12.5	91
65 OR OLDER	25973	3599	9.8	13.9	63	1145	13.9	4.4	89	595	11.1	2.3	71	1858	8.0	7.2	55
18 - 34	68207	16030	43.5	23.5	107	3451	41.8	5.1	103	2041	37.9	3.0	93	10538	45.4	15.5	111
18 - 49	108058	25792	70.0	23.9	109	5479	66.3	5.1	103	3530	65.6	3.3	102	16783	72.3	15.5	112
25 - 54	90859	22656	61.5	24.9	114	4639	56.1	5.1	104	3227	60.0	3.6	111	14790	63.8	16.3	118
35 - 49	39851	9762	26.5	24.5	112	2028	24.5	5.1	103	1489	27.7	3.7	116	6245	26.9	15.7	113
50 OR OLDER	59669	11051	30.0	18.5	84	2786	33.7	4.7	95	1852	34.4	3.1	97	6414	27.7	10.7	78
GRADUATED COLLEGE	28091	9612	26.1	34.2	156	1689	20.4	6.0	122	1518	28.2	5.4	168	6405	27.6	22.8	165
ATTENDED COLLEGE	28938	7999	21.7	27.6	126	1315	15.9	4.5	92	1284	23.9	4.4	138	5401	23.3	18.7	135
GRADUATED HIGH SCHOOL	65503	13321	36.2	20.3	93	3179	38.5	4.9	99	1564	29.1	2.4	74	8578	37.0	13.1	95
DID NOT GRADUATE HIGH SCHOOL	45195	5911	16.0	13.1	60	2082	25.2	4.6	93	1016	18.9	2.2	70	2813	12.1	6.2	45
EMPLOYED MALES	56429	12689	34.4	22.5	102	2941	35.6	5.2	106	1906	35.4	3.4	105	7842	33.8	13.9	100
EMPLOYED FEMALES	43971	13061	35.5	29.7	135	2567	31.1	5.8	118	1765	32.8	4.0	125	8728	37.6	19.8	144
EMPLOYED FULL-TIME	87773	22415	60.8	25.5	116	4905	59.4	5.6	113	3286	61.1	3.7	117	14224	61.3	16.2	117
EMPLOYED PART-TIME	12627	3335	9.1	26.4	120	603	7.3	4.8	97	*386	7.2	3.1	95	2346	10.1	18.6	134
NOT EMPLOYED	67327	11093	30.1	16.5	75	2756	33.3	4.1	83	1710	31.8	2.5	79	6627	28.6	9.8	71
PROFESSIONAL/MANAGER	25845	8966	24.3	34.7	158	1463	17.7	5.7	115	1604	29.8	6.2	193	5900	25.4	22.8	165
TECH/CLERICAL/SALES	30895	8261	22.4	26.7	122	1758	21.3	5.7	115	1015	18.9	3.3	102	5489	23.7	17.8	128
PRECISION/CRAFT	12629	2553	6.9	20.2	92	631	7.6	5.0	101	*427	7.9	3.4	105	1496	6.4	11.8	86
OTHER EMPLOYED	31031	5969	16.2	19.2	88	1657	20.1	5.3	108	626	11.6	2.0	63	3686	15.9	11.9	86
SINGLE	35557	8553	23.2	24.1	110	2012	24.3	5.7	115	1128	21.0	3.2	99	5413	23.3	15.2	110
MARRIED	103585	22404	60.8	21.6	98	4582	55.4	4.4	90	3409	63.3	3.3	103	14413	62.1	13.9	101
DIVORCED/SEPARATED/WIDOWED	28585	5886	16.0	20.6	94	1671	20.2	5.8	119	845	15.7	3.0	92	3370	14.5	11.8	85
PARENTS	59295	12891	35.0	21.7	99	2445	29.6	4.1	84	1906	35.4	3.2	100	8540	36.8	14.4	104
WHITE	146081	33557	91.1	23.0	105	7370	89.2	5.0	102	4837	89.9	3.3	103	21350	92.0	14.6	106
BLACK	17974	2542	6.9	14.1	64	820	9.9	4.6	93	*407	7.6	2.3	71	1315	5.7	7.3	53
OTHER	3672	*745	2.0	20.3	92	**75	0.9	2.0	41	**139	2.6	3.8	118	*531	2.3	14.5	105
NORTHEAST-CENSUS	37005	10844	29.4	29.3	133	2952	35.7	8.0	162	1596	29.7	4.3	134	6296	27.1	17.0	123
NORTH CENTRAL	42642	9362	25.4	22.0	100	1789	21.6	4.2	85	1283	23.8	3.0	94	6289	27.1	14.7	107
SOUTH	56777	7961	21.6	14.0	64	1889	22.9	3.3	68	1207	22.4	2.1	66	4865	21.0	8.6	62
WEST	31303	8676	23.5	27.7	126	1635	19.8	5.2	106	1295	24.1	4.1	129	5746	24.8	18.4	133
NORTHEAST-MKTG.	38125	11286	30.6	29.6	135	3364	40.7	8.8	179	1563	29.0	4.1	128	6360	27.4	16.7	121
EAST CENTRAL	24794	4566	12.4	18.4	84	827	10.0	3.3	68	573	10.6	2.3	72	3167	13.7	12.8	92
WEST CENTRAL	28511	7073	19.2	24.8	113	1317	15.9	4.6	94	1074	20.0	3.8	117	4682	20.2	16.4	119
SOUTH	48953	6366	17.3	13.0	59	1266	15.3	2.6	52	1061	19.7	2.2	68	4040	17.4	8.3	60
PACIFIC	27344	7552	20.5	27.6	126	1491	18.0	5.5	111	1112	20.7	4.1	127	4949	21.3	18.1	131
COUNTY SIZE A	69301	18745	50.9	27.0	123	4397	53.2	6.3	129	2594	48.2	3.7	117	11754	50.7	17.0	123
COUNTY SIZE B	50633	10356	28.1	20.5	93	2189	26.5	4.3	88	1771	32.9	3.5	109	6397	27.6	12.6	91
COUNTY SIZE C	26259	4719	12.8	18.0	82	867	10.5	3.3	67	698	13.0	2.7	83	3154	13.6	12.0	87
COUNTY SIZE D	21534	3024	8.2	14.0	64	813	9.8	3.8	77	*319	5.9	1.5	46	1892	8.2	8.8	64
METRO CENTRAL CITY	50014	11638	31.6	23.3	106	2868	34.7	5.7	116	1545	28.7	3.1	96	7225	31.1	14.4	104
METRO SUBURBAN	76832	19166	52.0	24.9	114	3950	47.8	5.1	104	2896	53.8	3.8	117	12320	53.1	16.0	116
NON METRO	40881	6040	16.4	14.8	67	1447	17.5	3.5	72	940	17.5	2.3	72	3653	15.7	8.9	65
TOP 5 ADI'S	39550	11739	31.9	29.7	135	2644	32.0	6.7	136	1653	30.7	4.2	130	7442	32.1	18.8	136
TOP 10 ADI'S	54877	15195	41.2	27.7	126	3911	47.3	7.1	145	2119	39.4	3.9	120	9165	39.5	16.7	121
TOP 20 ADI'S	77516	20678	56.1	26.7	121	4904	59.3	6.3	128	2969	55.2	3.8	119	12805	55.2	16.5	119
HSGLD INC. \$50,000 OR MORE	17257	6276	17.0	36.4	166	1037	12.5	6.0	122	1026	19.1	5.9	185	4213	18.2	24.4	177
\$40,000 OR MORE	33235	11054	30.0	33.3	151	2153	26.1	6.5	131	1694	31.5	5.1	159	7207	31.1	21.7	157
\$30,000 OR MORE	59693	18150	49.3	30.4	138	3521	42.6	5.9	120	2913	54.1	4.9	152	11717	50.5	19.6	142
\$25,000 OR MORE	76275	22186	60.2	29.1	132	4454	53.9	5.8	119	3360	62.4	4.4	137	14371	62.0	18.8	136
\$20,000 - \$24,999	18607	3475	9.4	18.7	85	700	8.5	3.8	76	459	8.5	2.5	77	2316	10.0	12.4	90
\$15,000 - \$19,999	17175	3473	9.4	20.2	92	1004	12.1	5.8	119	*380	7.1	2.2	69	2089	9.0	12.2	88
\$10,000 - \$14,999	24569	4008	10.9	16.3	74	1118	13.5	4.6	92	531	9.9	2.2	67	2359	10.2	9.6	69
UNDER \$10,000	31101	3701	10.0	11.9	54	989	12.0	3.2	65	652	12.1	2.1	65	2061	8.9	6.6	48
HOUSEHOLD OF 1 PERSON	19441	4328	11.7	22.3	101	1243	15.0	6.4	130	780	14.5	4.0	125	2305	9.9	11.9	86
2 PEOPLE	51803	11596	31.5														

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	36843	100.0	22.0	100	8264	100.0	4.9	100	5382	100.0	3.2	100	23197	100.0	13.8	100
MAGAZINES	QUINTILE 1	34022	10060	27.3	29.6	135	2132	25.8	6.3	127	1496	27.8	4.4	137	6432	27.7	18.9	137
	QUINTILE 2	34800	9596	26.0	27.6	126	2071	25.1	6.0	121	1401	26.0	4.0	125	6125	26.4	17.6	127
	QUINTILE 3	30514	6036	16.4	19.8	90	1352	16.4	4.4	90	798	14.8	2.6	82	3886	16.8	12.7	92
	QUINTILE 4	33324	5999	16.3	18.0	82	1288	15.6	3.9	78	901	16.7	2.7	84	3811	16.4	11.4	83
	QUINTILE 5	35066	5152	14.0	14.7	67	1421	17.2	4.1	82	787	14.6	2.2	70	2944	12.7	8.4	61
NEWSPAPERS	QUINTILE 1	29107	8790	23.9	30.2	137	1967	23.8	6.8	137	1143	21.2	3.9	122	5679	24.5	19.5	141
	QUINTILE 2	49095	11263	30.6	22.9	104	2127	25.7	4.3	88	1745	32.4	3.6	111	7390	31.9	15.1	109
	QUINTILE 3	23107	5401	14.7	23.4	106	1252	15.2	5.4	110	783	14.5	3.4	106	3366	14.5	14.6	105
	QUINTILE 4	33556	6713	18.2	20.0	91	1453	17.6	4.3	88	919	17.1	2.7	85	4341	18.7	12.9	94
	QUINTILE 5	32863	4677	12.7	14.2	65	1465	17.7	4.5	90	791	14.7	2.4	75	2420	10.4	7.4	53
OUTDOOR	QUINTILE 1	33431	8815	23.9	26.4	120	1996	24.2	6.0	121	1142	21.2	3.4	106	5677	24.5	17.0	123
	QUINTILE 2	33478	8013	21.7	23.9	109	1631	19.7	4.9	99	1131	21.0	3.4	105	5252	22.6	15.7	113
	QUINTILE 3	33574	7352	20.0	21.9	100	1492	18.1	4.4	90	1115	20.7	3.3	103	4745	20.5	14.1	102
	QUINTILE 4	33935	6990	19.0	20.6	94	1627	19.7	4.8	97	1080	20.1	3.2	99	4283	18.5	12.6	91
	QUINTILE 5	33310	5673	15.4	17.0	78	1518	18.4	4.6	92	915	17.0	2.7	86	3240	14.0	9.7	70
RADIO-DRIVE TIME	QUINTILE 1	33136	7881	21.4	23.8	108	2045	24.7	6.2	125	1146	21.3	3.5	108	4690	20.2	14.2	102
	QUINTILE 2	31658	7365	20.0	23.3	106	1505	18.2	4.8	96	1044	19.4	3.3	103	4816	20.8	15.2	110
	QUINTILE 3	32541	8277	22.5	25.4	116	1789	21.6	5.5	112	1246	23.2	3.8	119	5241	22.6	16.1	116
	QUINTILE 4	34247	7437	20.2	21.7	99	1566	18.9	4.6	93	940	17.5	2.7	86	4932	21.3	14.4	104
	QUINTILE 5	36144	5883	16.0	16.3	74	1360	16.5	3.8	76	1006	18.7	2.8	87	3518	15.2	9.7	70
RADIO-MID- DAY	TERCILE 1	45037	10159	27.6	22.6	103	2207	26.7	4.9	99	1262	23.4	2.8	87	6690	28.8	14.9	107
	TERCILE 2	44819	9861	26.8	22.0	100	2304	27.9	5.1	104	1613	30.0	3.6	112	5944	25.6	13.3	96
	TERCILE 3	77872	16824	45.7	21.6	98	3754	45.4	4.8	98	2507	46.6	3.2	100	10563	45.5	13.6	98
RADIO-TOTAL	QUINTILE 1	33763	7939	21.5	23.5	107	1984	24.0	5.9	119	1039	19.3	3.1	96	4916	21.2	14.6	105
	QUINTILE 2	33240	7516	20.4	22.6	103	1832	22.2	5.5	112	966	17.9	2.9	91	4718	20.3	14.2	103
	QUINTILE 3	33408	8255	22.4	24.7	112	1605	19.4	4.8	98	1380	25.6	4.1	129	5269	22.7	15.8	114
	QUINTILE 4	34792	7913	21.5	22.7	104	1634	19.8	4.7	95	1232	22.9	3.5	110	5047	21.8	14.5	105
	QUINTILE 5	32524	5221	14.2	16.1	73	1209	14.6	3.7	75	765	14.2	2.4	73	3247	14.0	10.0	72
TV-PRIME TIME	QUINTILE 1	33090	6889	18.7	20.8	95	1641	19.9	5.0	101	883	16.4	2.7	83	4365	18.8	13.2	95
	QUINTILE 2	33357	7839	21.3	23.5	107	1845	22.3	5.5	112	1103	20.5	3.3	103	4890	21.1	14.7	106
	QUINTILE 3	33980	7827	21.2	23.0	105	1568	19.0	4.6	94	1124	20.9	3.3	103	5134	22.1	15.1	109
	QUINTILE 4	33854	7660	20.8	22.6	103	1691	20.5	5.0	101	1236	23.0	3.7	114	4733	20.4	14.0	101
	QUINTILE 5	33444	6628	18.0	19.8	90	1519	18.4	4.5	92	1035	19.2	3.1	96	4074	17.6	12.2	88
TV-DAYTIME	TERCILE 1	49121	8660	23.5	17.6	80	1975	23.9	4.0	82	1225	22.8	2.5	78	5460	23.5	11.1	80
	TERCILE 2	48823	11104	30.1	22.7	104	2670	32.3	5.5	111	1470	27.3	3.0	94	6964	30.0	14.3	103
	TERCILE 3	69782	17079	46.4	24.5	111	3620	43.8	5.2	105	2687	49.9	3.9	120	10773	46.4	15.4	112
TV-TOTAL	QUINTILE 1	33584	6059	16.4	18.0	82	1329	16.1	4.0	80	890	16.5	2.7	83	3841	16.6	11.4	83
	QUINTILE 2	33441	7280	19.8	21.8	99	1727	20.9	5.2	105	818	15.2	2.4	76	4735	20.4	14.2	102
	QUINTILE 3	33505	7602	20.6	22.7	103	1827	22.1	5.5	111	1281	23.8	3.8	119	4494	19.4	13.4	97
	QUINTILE 4	33466	8281	22.5	24.7	113	1591	19.3	4.8	96	1221	22.7	3.6	114	5469	23.6	16.3	118
	QUINTILE 5	33731	7621	20.7	22.6	103	1790	21.7	5.3	108	1172	21.8	3.5	108	4658	20.1	13.8	100
MAGAZINES-NEWSPAPERS: DUAL		44503	13166	35.7	29.6	135	2751	33.3	6.2	125	1830	34.0	4.1	128	8585	37.0	19.3	139
MAGAZINE IMPERATIVE		39363	8894	24.1	22.6	103	2023	24.5	5.1	104	1418	26.3	3.6	112	5454	23.5	13.9	100
NEWSPAPER IMPERATIVE		46441	9307	25.3	20.0	91	1980	24.0	4.3	87	1312	24.4	2.8	88	6015	25.9	13.0	94
MAGAZINES-OUTDOOR: DUAL		33726	9777	26.5	29.0	132	1884	22.8	5.6	113	1336	24.8	4.0	123	6556	28.3	19.4	141
MAGAZINE IMPERATIVE		52846	12904	35.0	24.4	111	2943	35.6	5.6	113	2003	37.2	3.8	118	7958	34.3	15.1	109
OUTDOOR IMPERATIVE		52140	10037	27.2	19.3	88	2351	28.4	4.5	92	1402	26.0	2.7	84	6284	27.1	12.1	87
MAGAZINES-RADIO: DUAL		37081	10356	28.1	27.9	127	2494	30.2	6.7	137	1345	25.0	3.6	113	6517	28.1	17.6	127
MAGAZINE IMPERATIVE		49747	12962	35.2	26.1	119	2524	30.5	5.1	103	2122	39.4	4.3	133	8315	35.8	16.7	121
RADIO IMPERATIVE		49208	9115	24.7	18.5	84	2184	26.4	4.4	90	1296	24.1	2.6	82	5635	24.3	11.5	83
MAGAZINES-TELEVISION: DUAL		33103	8231	22.3	24.9	113	1779	21.5	5.4	109	1094	20.3	3.3	103	5358	23.1	16.2	117
MAGAZINE IMPERATIVE		54575	15355	41.7	28.1	128	3282	39.7	6.0	122	2367	44.0	4.3	135	9706	41.8	17.8	129
TELEVISION IMPERATIVE		53249	8525	23.1	16.0	73	2087	25.3	3.9	80	1148	21.3	2.2	67	5291	22.8	9.9	72
NEWSPAPERS-OUTDOOR: DUAL		36255	10121	27.5	27.9	127	2070	25.0	5.7	116	1313	24.4	3.6	113	6738	29.0	18.6	134
NEWSPAPER IMPERATIVE		55591	12794	34.7	23.0	105	2751	33.3	4.9	100	1933	35.9	3.5	108	8110	35.0	14.6	105
OUTDOOR IMPERATIVE		48319	9950	27.0	20.6	94	2317	28.0	4.8	97	1437	26.7	3.0	93	6195	26.7	12.8	93
NEWSPAPERS-RADIO: DUAL		37242	9509	25.8	25.5	116	2059	24.9	5.5	112	1395	25.9	3.7	117	6055	26.1	16.3	118
NEWSPAPER IMPERATIVE		54423	13787	37.4	25.3	115	2744	33.2	5.0	102	2032	37.8	3.7	116	9011	38.8	16.6	120
RADIO IMPERATIVE		46650	9532	25.9	20.4	93	2501	30.3	5.4	109	1268	23.6	2.7	85	5764	24.8	12.4	89
NEWSPAPERS-TELEVISION: DUAL		35974	8417	22.8	23.4	107	1873	22.7	5.2	106	1116	20.7	3.1	97	5428	23.4	15.1	109
NEWSPAPER IMPERATIVE		56095	14989	40.7	26.7	122	2988	36.2	5.3	108	2290	42.5	4.1	127	9711	41.9	17.3	125
TELEVISION IMPERATIVE		47170	8110	22.0	17.2	78	2046	24.8	4.3	88	1117	20.8	2.4	74	4946	21.3	10.5	76
OUTDOOR-RADIO: DUAL		33748	8412	22.8	24.9	113	2009	24.3	6.0	121	1052	19.5	3.1	97	5352	23.1	15.9	115
OUTDOOR IMPERATIVE		52785	12426	33.7	23.5	107	2411	29.2	4.6	93	1885	35.1	3.6	111	8127	35.0	15.4	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	36843	100.0	22.0	100	8264	100.0	4.9	100	5382	100.0	3.2	100	23197	100.0	13.8	100
ATLANTIC MONTHLY	867	263	0.7	30.3	138	**64	0.8	7.4	150	**76	1.4	8.8	273	*122	0.5	14.1	102
BARRON'S	1580	726	2.0	45.9	209	**117	1.4	7.4	150	**112	2.1	7.1	221	496	2.1	31.4	227
BETTER HOMES & GARDENS	22203	5920	16.1	26.7	121	1235	14.9	5.6	113	705	13.1	3.2	99	3980	17.2	17.9	130
BON APPETIT	3810	1535	4.2	40.3	183	285	3.4	7.5	152	290	5.4	7.6	237	961	4.1	25.2	182
BUSINESS WEEK	4663	1556	4.2	33.4	152	401	4.9	8.6	175	271	5.0	5.8	181	884	3.8	19.0	137
CAR AND DRIVER	3102	840	2.3	27.1	123	*278	3.4	9.0	182	**124	2.3	4.0	125	437	1.9	14.1	102
CBS MAGAZINE NETWORK (GROSS)	7311	2036	5.5	27.8	127	545	6.6	7.5	151	292	5.4	4.0	124	1199	5.2	16.4	119
CHANGING TIMES	3400	1010	2.7	29.7	135	287	3.5	8.4	171	*124	2.3	3.6	114	599	2.6	17.6	127
COLONIAL HOMES	1796	582	1.6	32.4	148	*142	1.7	7.9	160	**120	2.2	6.7	208	320	1.4	17.8	129
CONDE NAST MAG. PKG. (GROSS)	19924	6800	18.5	34.1	155	1326	16.0	6.7	135	566	10.5	2.8	89	4908	21.2	24.6	178
CONSUMERS DIGEST	3125	895	2.4	28.6	130	*242	2.9	7.7	157	**125	2.3	4.0	125	529	2.3	16.9	122
COSMOPOLITAN	10577	3503	9.5	33.1	151	823	10.0	7.8	158	437	8.1	4.1	129	2244	9.7	21.2	153
COUNTRY LIVING	3746	1231	3.3	32.9	150	*279	3.4	7.4	151	*217	4.0	5.8	181	735	3.2	19.6	142
CUISINE	2214	867	2.4	39.2	178	*226	2.7	10.2	207	*202	3.8	9.1	284	439	1.9	19.8	143
CYCLE WORLD	2394	496	1.3	20.7	94	**88	1.1	3.7	75	**87	1.6	3.6	113	321	1.4	13.4	97
DCI:CREATIVE IDEAS FOR LIV	3068	811	2.2	26.4	120	*220	2.7	7.2	146	**70	1.3	2.3	71	521	2.2	17.0	123
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	2118	5.7	22.2	101	439	5.3	4.6	93	282	5.2	3.0	92	1396	6.0	14.6	106
DISCOVER	2277	671	1.8	29.5	134	*139	1.7	6.1	124	**101	1.9	4.4	138	431	1.9	18.9	137
EBONY	7187	1128	3.1	15.7	71	293	3.5	4.1	83	**153	2.8	2.1	66	682	2.9	9.5	69
ESQUIRE	2560	681	1.8	26.6	121	*161	1.9	6.3	128	**43	0.8	1.7	52	478	2.1	18.7	135
ESSENCE	3242	557	1.5	17.2	78	*146	1.8	4.5	91	**78	1.4	2.4	75	333	1.4	10.3	74
FAMILY CIRCLE	19639	5325	14.5	27.1	123	1376	16.7	7.0	142	695	12.9	3.5	110	3254	14.0	16.6	120
THE FAMILY HANDYMAN	3540	942	2.6	26.6	121	339	4.1	9.6	194	**108	2.0	3.1	95	494	2.1	14.0	101
FAMILY WEEKLY	23924	4895	13.3	20.5	93	882	10.7	3.7	75	582	10.8	2.4	76	3431	14.8	14.3	104
FIELD & STREAM	9883	1832	5.0	18.5	84	477	5.8	4.8	98	215	4.0	2.2	68	1140	4.9	11.5	83
FOOD & WINE	1030	387	1.1	37.6	171	*132	1.6	12.8	260	**39	0.7	3.8	118	*216	0.9	21.0	152
FORBES	2679	1178	3.2	44.0	200	*223	2.7	8.3	169	*211	3.9	7.9	245	743	3.2	27.7	201
FORTUNE	2931	1264	3.4	43.1	196	*192	2.3	6.6	133	*198	3.7	6.8	211	875	3.8	29.9	216
GENTLEMEN'S QUARTERLY	3481	1197	3.2	34.4	157	*214	2.6	6.1	125	*150	2.8	4.3	134	833	3.6	23.9	173
GLAMOUR	7163	2503	6.8	34.9	159	450	5.4	6.3	128	*178	3.3	2.5	77	1876	8.1	26.2	189
GOLF DIGEST	2355	791	2.1	33.6	153	*257	3.1	10.9	221	*124	2.3	5.3	164	410	1.8	17.4	126
GOLF DIGEST/TENNIS (GROSS)	3610	1172	3.2	32.5	148	395	4.8	10.9	222	*147	2.7	4.1	127	630	2.7	17.5	126
GOLF MAGAZINE	2046	641	1.7	31.3	143	*254	3.1	12.4	252	**79	1.5	3.9	120	308	1.3	15.1	109
GOLF MAGAZINE/SKI (GROSS)	3547	1213	3.3	34.2	156	375	4.5	10.6	215	*170	3.2	4.8	149	668	2.9	18.8	136
GOOD HOUSEKEEPING	20353	5423	14.7	26.6	121	1071	13.0	5.3	107	843	15.7	4.1	129	3509	15.1	17.2	125
HARPER'S BAZAAR	3362	1012	2.7	30.1	137	*191	2.3	5.7	115	*144	2.7	4.3	133	677	2.9	20.1	146
HEALTH	2987	761	2.1	25.5	116	*200	2.4	6.7	136	**138	2.6	4.6	144	423	1.8	14.2	102
HEARST MAG CORP. BUY (GROSS)	67928	19702	53.5	29.0	132	4481	54.2	6.6	134	*218	50.5	4.0	125	12503	53.9	18.4	133
HEARST MAN POWER (GROSS)	11282	2803	7.6	24.8	113	866	10.5	7.7	156	262	4.9	2.3	72	1675	7.2	14.8	107
HEARST WOMAN POWER (GROSS)	40514	11625	31.6	28.7	131	2442	29.5	6.0	122	1657	30.8	4.1	127	7525	32.4	18.6	134
HOUSE BEAUTIFUL	4885	1628	4.4	33.3	152	356	4.3	7.3	148	*199	3.7	4.1	127	1073	4.6	22.0	159
INC.	1308	589	1.6	45.0	205	**110	1.3	8.4	171	**60	1.1	4.6	143	420	1.8	32.1	232
JET	6498	1000	2.7	15.4	70	337	4.1	5.2	105	**150	2.8	2.3	72	513	2.2	7.9	57
LADIES' HOME JOURNAL	14797	4030	10.9	27.2	124	881	10.7	6.0	121	470	8.7	3.2	99	2678	11.5	18.1	131
LHJ FAMILY GRP COMBO(GROSS)	21743	6041	16.4	27.8	126	1332	16.1	6.1	124	764	14.2	3.5	110	3944	17.0	18.1	131
LIFE	9881	2775	7.5	28.1	128	582	7.0	5.9	120	402	7.5	4.1	127	1791	7.7	18.1	131
L.A. TIMES HOME MAGAZINE	2775	1072	2.9	38.6	176	*215	2.6	7.7	157	*201	3.7	7.2	226	656	2.8	23.6	171
MADEMOISELLE	4219	1362	3.7	32.3	147	*203	2.5	4.8	98	*118	2.2	2.8	87	1041	4.5	24.7	178
MC CALL'S	16422	4740	12.9	28.9	131	1136	13.7	6.9	140	605	11.2	3.7	115	2999	12.9	18.3	132
MC CALL'S/WRK MOTHER (GROSS)	17919	5191	14.1	29.0	132	1249	15.1	7.0	141	628	11.7	3.5	109	3314	14.3	18.5	134
MECHANIX ILLUSTRATED	4433	998	2.7	22.5	102	*305	3.7	6.9	140	**89	1.7	2.0	63	604	2.6	13.6	99
METROPOLITAN HOME	1504	460	1.2	30.6	139	**119	1.4	7.9	161	**66	1.2	4.4	137	275	1.2	18.3	132
MONEY	4723	1709	4.6	36.2	165	305	3.7	6.5	131	*205	3.8	4.3	135	1199	5.2	25.4	184
MOTHER EARTH NEWS	2325	693	1.9	29.8	136	*197	2.4	8.5	172	**83	1.5	3.6	111	414	1.8	17.8	129
MS.	1189	532	1.4	44.7	204	**104	1.3	8.7	178	**66	1.2	5.6	173	361	1.6	30.4	220
NATIONAL ENQUIRER	18892	3595	9.8	19.0	87	1001	12.1	5.3	108	454	8.4	2.4	75	2141	9.2	11.3	82
NATIONAL GEOGRAPHIC	22129	6595	17.9	29.8	136	1369	16.6	6.2	126	1109	20.6	5.0	156	4117	17.7	18.6	135
NATIONAL SUNDAY MAGAZINE PKG	103750	25624	69.5	24.7	112	5479	66.3	5.3	107	3582	66.6	3.5	108	16563	71.4	16.0	115
NATURAL HISTORY	1379	551	1.5	40.0	182	**108	1.3	7.8	159	**75	1.4	5.4	169	367	1.6	26.6	192
NEW WOMAN	2289	701	1.9	30.6	139	**136	1.6	5.9	121	**85	1.6	3.7	116	480	2.1	21.0	152
NEW YORK INCLUDING CUE	1088	441	1.2	40.5	185	**127	1.5	11.7	237	*91	1.7	8.4	261	224	1.0	20.6	149
THE NEW YORKER	2459	1085	2.9	44.1	201	215	2.6	8.7	177	180	3.3	7.3	228	690	3.0	28.1	203
NEWSWEEK	16527	4914	13.3	29.7	135	1062	12.9	6.4	130	725	13.5	4.4	137	3127	13.5	18.9	137
THE N.Y. TIMES DAILY EDITION	2739	1301	3.5	47.5	216	295	3.6	10.8	219	166	3.1	6.1	189	840	3.6	30.7	222
THE N.Y. TIMES MAGAZINE	4443	1927	5.2	43.4	197	422	5.1	9.5	193	285	5.3	6.4	200	1219	5.3	27.4	198
OMNI	2799	854	2.3	30.5	139	*234	2.8	8.4	170	**86	1.6	3.1	96	534	2.3	19.1	138
ON CABLE	2209	614	1.7	27.8	127	**132	1.6	6.0	121	**60	1.1	2.7	85	422	1.8	19.1	138
1001 HOME IDEAS	3959	1250	3.4	31.6	144	*251	3.0	6.3	129	*156	2.9	3.9	123	842	3.6	21.3	154
ORGANIC GARDENING	3111	767	2.1	24.7	112	*192	2.3	6.2	125	**89	1.7	2.9	89	486	2.1	15.6	113
OUTDOOR LIFE	5024	1066	2.9	21.2	97	275	3.3	5.5	111	*147	2.7	2.9	91	644	2.8	12.8	93
PARADE MAGAZINE	51292	12935	35.1	25.2	115	3009	36.4	5.9	119	1749	32.5	3.4	106	8177	35.3	15.9	115

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
		A '000	B DOWN	C % ACROSS	D % INDEX	A '000	B DOWN	C % ACROSS	D % INDEX	A '000	B DOWN	C % ACROSS	D % INDEX	A '000	B DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	36843	100.0	22.0	100	8264	100.0	4.9	100	5382	100.0	3.2	100	23197	100.0	13.8	100
PARENTS	5298	1432	3.9	27.0	123	*207	2.5	3.9	79	*201	3.7	3.8	118	1025	4.4	19.3	140
PENTHOUSE	5129	1453	3.9	28.3	129	491	5.9	9.6	194	*237	4.4	4.6	144	726	3.1	14.2	102
PEOPLE	21070	6221	16.9	29.5	134	1512	18.3	7.2	146	770	14.3	3.7	114	3940	17.0	18.7	135
PLAYBOY	10562	3059	8.3	29.0	132	688	8.3	6.5	132	463	8.6	4.4	137	1907	8.2	18.1	131
POPULAR HOT RODDING	2498	546	1.5	21.9	100	**88	1.1	3.5	71	**84	1.6	3.4	105	375	1.6	15.0	109
POPULAR MECHANICS	5887	1413	3.8	24.0	109	426	5.2	7.2	147	*109	2.0	1.9	58	878	3.8	14.9	108
POPULAR SCIENCE	4317	1340	3.6	31.0	141	238	2.9	5.5	112	276	5.1	6.4	199	826	3.6	19.1	138
PREVENTION	5792	1392	3.8	24.0	109	293	3.5	5.1	103	*164	3.0	2.8	88	934	4.0	16.1	117
PSYCHOLOGY TODAY	3284	1031	2.8	31.4	143	*202	2.4	6.2	125	*123	2.3	3.7	117	706	3.0	21.5	155
READER'S DIGEST	40046	9464	25.7	23.6	108	2127	25.7	5.3	108	1531	28.4	3.8	119	5805	25.0	14.5	105
REDBOOK	9584	2699	7.3	28.2	128	548	6.6	5.7	116	378	7.0	3.9	123	1773	7.6	18.5	134
ROAD & TRACK	2590	778	2.1	30.0	137	*212	2.6	8.2	166	**104	1.9	4.0	125	462	2.0	17.8	129
ROLLING STONE	3302	972	2.6	29.4	134	*250	3.0	7.6	154	**115	2.1	3.5	109	607	2.6	18.4	133
RUNNER'S WORLD	1229	361	1.0	29.4	134	**91	1.1	7.4	150	**53	1.0	4.3	134	*217	0.9	17.7	128
SATURDAY EVENING POST	2110	542	1.5	25.7	117	*144	1.7	6.8	139	*110	2.0	5.2	162	289	1.2	13.7	99
SCIENCE 84	1543	575	1.6	37.3	170	**131	1.6	8.5	172	**42	0.8	2.7	85	402	1.7	26.1	188
SCIENCE DIGEST	1747	526	1.4	30.1	137	*154	1.9	8.8	179	**58	1.1	3.3	103	314	1.4	18.0	130
SCIENTIFIC AMERICAN	1994	762	2.1	38.2	174	*182	2.2	9.1	185	*136	2.5	6.8	213	445	1.9	22.3	161
SELF	3119	1137	3.1	36.5	166	*204	2.5	6.5	133	**68	1.3	2.2	68	865	3.7	27.7	201
SEVENTEEN	3923	1028	2.8	26.2	119	**176	2.1	4.5	91	**101	1.9	2.6	80	750	3.2	19.1	138
SKI	1501	571	1.5	38.0	173	**120	1.5	8.0	162	**91	1.7	6.1	189	360	1.6	24.0	173
SMITHSONIAN	5976	2124	5.8	35.5	162	472	5.7	7.9	160	330	6.1	5.5	172	1323	5.7	22.1	160
SOAP OPERA DIGEST	4228	842	2.3	19.9	91	*202	2.4	4.8	97	**89	1.7	2.1	66	551	2.4	13.0	94
SOUTHERN LIVING	6488	1307	3.5	20.1	92	*220	2.7	3.4	69	*212	3.9	3.3	102	875	3.8	13.5	98
SPORT	3500	870	2.4	24.9	113	*216	2.6	6.2	125	**102	1.9	2.9	91	553	2.4	15.8	114
THE SPORTING NEWS	2456	635	1.7	25.9	118	*188	2.3	7.7	155	**100	1.9	4.1	127	347	1.5	14.1	102
SPORTS AFIELD	3648	864	2.3	23.7	108	*286	3.5	7.8	159	**95	1.8	2.6	81	483	2.1	13.2	96
SPORTS ILLUSTRATED	14484	3537	9.6	24.4	111	719	8.7	5.0	101	493	9.2	3.4	106	2325	10.0	16.1	116
STAR	12661	2469	6.7	19.5	89	784	9.5	6.2	126	311	5.8	2.5	77	1373	5.9	10.8	78
SUNDAY	52799	14110	38.3	26.7	122	3463	41.9	6.6	133	2038	37.9	3.9	120	8609	37.1	16.3	118
SUNSET	3513	1461	4.0	41.6	189	*208	2.5	5.9	120	*165	3.1	4.7	146	1088	4.7	31.0	224
TV GUIDE	42766	9453	25.7	22.1	101	2090	25.3	4.9	99	1439	26.7	3.4	105	5924	25.5	13.9	100
TENNIS	1254	381	1.0	30.4	138	**138	1.7	11.0	223	**23	0.4	1.8	57	*220	0.9	17.5	127
TIME	22054	6556	17.8	29.7	135	1585	19.2	7.2	146	990	18.4	4.5	140	3981	17.2	18.1	131
TOWN & COUNTRY	1555	593	1.6	38.1	174	**130	1.6	8.4	170	**104	1.9	6.7	208	360	1.6	23.2	167
TRAVEL & LEISURE	2173	1028	2.8	47.3	215	*246	3.0	11.3	230	*163	3.0	7.5	234	619	2.7	28.5	206
TRUE STORY	4636	769	2.1	16.6	76	277	3.4	6.0	121	**162	3.0	3.5	109	330	1.4	7.1	51
U.S. NEWS & WORLD REPORT	10353	2903	7.9	28.0	128	745	9.0	7.2	146	412	7.7	4.0	124	1747	7.5	16.9	122
USA TODAY	4994	1594	4.3	31.9	145	260	3.1	5.2	106	242	4.5	4.8	151	1092	4.7	21.9	158
US	3528	1144	3.1	32.4	148	*302	3.7	8.6	174	**109	2.0	3.1	96	733	3.2	20.8	150
VOGUE	5424	1798	4.9	33.1	151	470	5.7	8.7	176	*202	3.8	3.7	116	1126	4.9	20.8	150
MALL STREET JOURNAL	6292	2253	6.1	35.8	163	474	5.7	7.5	153	306	5.7	4.9	152	1473	6.3	23.4	169
WEIGHT WATCHERS	2762	727	2.0	26.3	120	*133	1.6	4.8	98	**71	1.3	2.6	80	522	2.3	18.9	137
WOMAN'S DAY	16320	4489	12.2	27.5	125	1032	12.5	6.3	128	616	11.4	3.8	118	2840	12.2	17.4	126
WORKING MOTHER	1496	451	1.2	30.1	137	**112	1.4	7.5	152	**23	0.4	1.5	48	315	1.4	21.1	152
WORKING WOMAN	1851	710	1.9	38.4	175	*217	2.6	11.7	238	**73	1.4	3.9	123	420	1.8	22.7	164
WORLD TENNIS	580	*225	0.6	38.8	177	**93	1.1	16.0	325	**22	0.4	3.8	118	**110	0.5	19.0	137
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3570	9.7	28.8	131	938	11.4	7.6	153	432	8.0	3.5	108	2201	9.5	17.7	128
BLAIR INSERTS	91671	23715	64.4	25.9	118	5126	62.0	5.6	113	3398	63.1	3.7	116	15190	65.5	16.6	120
DAILY NEWSPAPERS																	
READ ANY	109190	26081	70.8	23.9	109	5517	66.8	5.1	103	3722	69.2	3.4	106	16842	72.6	15.4	112
READ ONE	89587	20364	55.3	22.7	103	4143	50.1	4.6	94	2973	55.2	3.3	103	13247	57.1	14.8	107
READ TWO OR MORE	19602	5717	15.5	29.2	133	1373	16.6	7.0	142	749	13.9	3.8	119	3595	15.5	18.3	133
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	27286	74.1	24.9	113	5754	69.6	5.2	106	3885	72.2	3.5	110	17647	76.1	16.1	116
READ ONE	95074	22509	61.1	23.7	108	4763	57.6	5.0	102	3234	60.1	3.4	106	14513	62.6	15.3	110
READ TWO OR MORE	14588	4777	13.0	32.7	149	991	12.0	6.8	138	652	12.1	4.5	139	3134	13.5	21.5	155
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.42				30.44				29.75				32.14			
30 DAY REACH	149706	33775	91.7	22.6	103	7568	91.6	5.1	103	4843	90.0	3.2	101	21364	92.1	14.3	103
50 SHWG - 30 DAY AV FREQ	15.16	16.38				16.27				15.44				16.63			
30 DAY REACH	142406	32437	88.0	22.8	104	7082	85.7	5.0	101	4679	86.9	3.3	102	20676	89.1	14.5	105
25 SHWG - 30 DAY AV FREQ	8.23	8.75				8.80				8.38				8.81			
30 DAY REACH	131152	30334	82.3	23.1	105	6554	79.3	5.0	101	4308	80.0	3.3	102	19472	83.9	14.8	107
CABLE TV: HOME WIRED	66879	16342	44.4	24.4	111	3488	42.2	5.2	106	2592	48.2	3.9	121	10262	44.2	15.3	111
HOME NOT WIRED	100848	20501	55.6	20.3	93	4776	57.8	4.7	96	2790	51.8	2.8	86	12935	55.8	12.8	93
HAVE PAY CABLE	35024	9445	25.6	27.0	123	1966	23.8	5.6	114	1603	29.8	4.6	143	5876	25.3	16.8	121

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	15710	100.0	19.8	100	3753	100.0	4.7	100	2318	100.0	2.9	100	9639	100.0	12.2	100
HOUSEHOLD HEADS	66405	13408	85.3	20.2	102	3234	86.2	4.9	103	2099	90.6	3.2	108	8075	83.8	12.2	100
18 - 24	13945	2234	14.2	16.0	81	*481	12.8	3.4	73	*302	13.0	2.2	74	1451	15.1	10.4	86
25 - 34	19334	4248	27.0	22.0	111	1129	30.1	5.8	123	557	24.0	2.9	99	2561	26.6	13.2	109
35 - 44	14196	3444	21.9	24.3	122	551	14.7	3.9	82	563	24.3	4.0	136	2330	24.2	16.4	135
45 - 54	10896	2498	15.9	22.9	116	571	15.2	5.2	111	*279	12.0	2.6	88	1648	17.1	15.1	124
55 - 64	10378	2061	13.1	19.9	100	600	16.0	5.8	122	*417	18.0	4.0	137	1044	10.8	10.1	83
65 OR OLDER	10514	1226	7.8	11.7	59	421	11.2	4.0	85	*200	8.6	1.9	65	605	6.3	5.8	47
18 - 34	33279	6482	41.3	19.5	98	1610	42.9	4.8	102	860	37.1	2.6	88	4012	41.6	12.1	99
18 - 49	52904	11075	70.5	20.9	106	2524	67.3	4.8	101	1556	67.1	2.9	101	6995	72.6	13.2	109
25 - 54	44426	10189	64.9	22.9	116	2252	60.0	5.1	107	1400	60.4	3.2	108	6538	67.8	14.7	121
35 - 49	19625	4593	29.2	23.4	118	914	24.4	4.7	98	697	30.1	3.6	121	2983	30.9	15.2	125
50 OR OLDER	26359	4636	29.5	17.6	89	1230	32.8	4.7	99	762	32.9	2.9	99	2644	27.4	10.0	82
GRADUATED COLLEGE	15982	5049	32.1	31.6	159	942	25.1	5.9	124	801	34.6	5.0	171	3306	34.3	20.7	170
ATTENDED COLLEGE	13629	3079	19.6	22.6	114	600	16.0	4.4	93	579	25.0	4.2	145	1899	19.7	13.9	115
GRADUATED HIGH SCHOOL	28591	5068	32.3	17.7	89	1325	35.3	4.6	98	567	24.5	2.0	68	3176	32.9	11.1	91
DID NOT GRADUATE HIGH SCHOOL	21061	2515	16.0	11.9	60	886	23.6	4.2	89	*371	16.0	1.8	60	1258	13.1	6.0	49
EMPLOYED FULL-TIME	52316	11762	74.9	22.5	113	2694	71.8	5.1	109	1819	78.5	3.5	119	7248	75.2	13.9	114
EMPLOYED PART-TIME	4113	928	5.9	22.6	114	**247	6.6	6.0	127	*887	3.8	2.1	72	*593	6.2	14.4	119
NOT EMPLOYED	22834	3021	19.2	13.2	67	812	21.6	3.6	75	*412	17.8	1.8	62	1797	18.6	7.9	65
PROFESSIONAL/MANAGER	15034	4691	29.9	31.2	157	744	19.8	4.9	105	937	40.4	6.2	213	3010	31.2	20.0	165
TECH/CLERICAL/SALES	11255	2539	16.2	22.6	114	630	16.8	5.6	118	*313	13.5	2.8	95	1595	16.5	14.2	117
PRECISION/CRAFT	11607	2323	14.8	20.0	101	604	16.1	5.2	110	*350	15.1	3.0	103	1369	14.2	11.8	97
OTHER EMPLOYED	18534	3137	20.0	16.9	85	963	25.7	5.2	110	*306	13.2	1.7	56	1868	19.4	10.1	83
SINGLE	19562	3883	24.7	19.8	100	929	24.8	4.7	100	577	24.9	2.9	101	2376	24.6	12.1	100
MARRIED	51896	10310	65.6	19.9	100	2470	65.8	4.8	101	1570	67.7	3.0	103	6270	65.0	12.1	99
DIVORCED/SEPARATED/WIDOWED	7804	1518	9.7	19.5	98	354	9.4	4.5	96	*171	7.4	2.2	75	993	10.3	12.7	105
PARENTS	25372	5197	33.1	20.5	103	1206	32.1	4.8	100	803	34.6	3.2	108	3189	33.1	12.6	103
WHITE	69658	14175	90.2	20.3	103	3301	88.0	4.7	100	2103	90.7	3.0	103	8771	91.0	12.6	104
BLACK	7909	1208	7.7	15.3	77	414	11.0	5.2	111	**178	7.7	2.3	77	616	6.4	7.8	64
OTHER	1696	*327	2.1	19.3	97	**38	1.0	2.2	47	**38	1.6	2.2	77	**252	2.6	14.9	122
NORTHEAST-CENSUS	17202	4411	28.1	25.6	129	1231	32.8	7.2	151	738	31.8	4.3	147	2442	25.3	14.2	117
NORTH CENTRAL	20461	4157	26.5	20.3	103	974	26.0	4.8	101	483	20.8	2.4	81	2700	28.0	13.2	109
SOUTH	26695	3365	21.4	12.6	64	1000	26.6	3.7	79	*449	19.4	1.7	58	1916	19.9	7.2	59
WEST	14906	3778	24.0	25.3	128	548	14.6	3.7	78	648	28.0	4.3	149	2581	26.8	17.3	142
NORTHEAST-MKTG.	17962	4557	29.0	25.4	128	1439	38.3	8.0	169	733	31.6	4.1	140	2385	24.7	13.3	109
EAST CENTRAL	11741	1993	12.7	17.0	86	403	10.7	3.4	72	*233	10.1	2.0	68	1357	14.1	11.6	95
WEST CENTRAL	13518	3127	19.9	23.1	117	722	19.2	5.3	113	*393	17.0	2.9	99	2012	20.9	14.9	122
SOUTH	23168	2752	17.5	11.9	60	700	18.7	3.0	64	*382	16.5	1.6	56	1669	17.3	7.2	59
PACIFIC	12874	3282	20.9	25.5	129	489	13.0	3.8	80	578	24.9	4.5	154	2216	23.0	17.2	142
COUNTY SIZE A	32596	7835	49.9	24.0	121	1782	47.5	5.5	115	1208	52.1	3.7	127	4845	50.3	14.9	122
COUNTY SIZE B	23814	4650	29.6	19.5	99	1115	29.7	4.7	99	726	31.3	3.0	104	2809	29.1	11.8	97
COUNTY SIZE C	12663	1969	12.5	15.5	78	*425	11.3	3.4	71	**246	10.6	1.9	66	1299	13.5	10.3	84
COUNTY SIZE D	10190	1256	8.0	12.3	62	432	11.5	4.2	90	**138	6.0	1.4	46	686	7.1	6.7	55
METRO CENTRAL CITY	23190	5030	32.0	21.7	109	1310	34.9	5.6	119	742	32.0	3.2	109	2978	30.9	12.8	106
METRO SUBURBAN	36920	8329	53.0	22.6	114	1774	47.3	4.8	101	1235	53.3	3.3	114	5320	55.2	14.4	118
NON METRO	19152	2351	15.0	12.3	62	669	17.8	3.5	74	*341	14.7	1.8	61	1340	13.9	7.0	58
TOP 5 ADI'S	18703	4670	29.7	25.0	126	1014	27.0	5.4	115	854	36.8	4.6	156	2802	29.1	15.0	123
TOP 10 ADI'S	26158	6309	40.2	24.1	122	1612	43.0	6.2	130	1077	46.5	4.1	141	3620	37.6	13.8	114
TOP 20 ADI'S	36612	8474	53.9	23.1	117	1981	52.8	5.4	114	1326	57.2	3.6	124	5167	53.6	14.1	116
HSGLD INC. \$50,000 OR MORE	9326	2743	17.5	29.4	148	505	13.5	5.4	114	440	19.0	4.7	161	1798	18.7	19.3	159
\$40,000 OR MORE	18002	5006	31.9	27.8	140	968	25.8	5.4	114	819	35.3	4.5	156	3218	33.4	17.9	147
\$30,000 OR MORE	31361	8482	54.0	27.0	136	1591	42.4	5.1	107	1506	65.0	4.8	164	5386	55.9	17.2	141
\$25,000 OR MORE	39858	10087	64.2	25.3	128	2098	55.9	5.3	111	1616	69.7	4.1	139	6373	66.1	16.0	131
\$20,000 - \$24,999	8664	1377	8.8	15.9	80	*326	8.7	3.8	79	*219	9.4	2.5	86	833	8.6	9.6	79
\$15,000 - \$19,999	7964	1370	8.7	17.2	87	*436	11.6	5.5	116	**162	7.0	2.0	70	773	8.0	9.7	80
\$10,000 - \$14,999	11093	1710	10.9	15.4	78	536	14.3	4.8	102	*219	9.4	2.0	68	955	9.9	8.6	71
UNDER \$10,000	11683	1165	7.4	10.0	50	*358	9.5	3.1	65	**103	4.4	0.9	30	705	7.3	6.0	50
HOUSEHOLD OF 1 PERSON	7453	1530	9.7	20.5	104	412	11.0	5.5	117	316	13.6	4.2	145	803	8.3	10.8	89
2 PEOPLE	24757	5054	32.2	20.4	103	1206	32.1	4.9	103	760	32.8	3.1	105	3088	32.0	12.5	103
3 OR 4 PEOPLE	32682	6307	40.1	19.3	97	1518	40.4	4.6	98	799	34.5	2.4	84	3991	41.4	12.2	100
5 OR MORE PEOPLE	14370	2819	17.9	19.6	99	*619	16.5	4.3	91	*443	19.1	3.1	105	1757	18.2	12.2	101
NO CHILD IN HSHLD	46768	9306	59.2	19.9	100	2306	61.4	4.9	104	1422	61.3	3.0	104	5578	57.9	11.9	98
CHILD(REN) UNDER 2 YRS	4799	1108	7.1	23.1	116	*266	7.1	5.5	117	**137	5.9	2.9	98	705	7.3	14.7	121
2 - 5 YEARS	11125	2232	14.2	20.1	101	483	12.9	4.3	92	*325	14.0	2.9	100	1424	14.8	12.8	105
6 - 11 YEARS	14193	2699	17.2	19.0	96	616	16.4	4.3	92	*488	21.1	3.4	118	1595	16.5	11.2	92
12 - 17 YEARS	17402	3351	21.3	19.3	97	701	18.7	4.0	85	*518	22.3	3.0	102	2132	22.1	12.3	101
RESIDENCE OWNED	56398	10994	70.0	19.5	98	2510	66.9	4.5	94	1648	71.1	2.9	100	6836	70.9	12.1	100
VALUE: \$50,000 OR MORE	34811	8248	52.5	23.7	120	1725	46.0	5.0	105	1407	60.7	4.0	138	5117	53.1	14.7	121
VALUE: UNDER \$50,000	21587	2747	17.5	12.7	64	786	20.9	3.6	77	**242	10.4	1.1	38	1720	17.8	8.0	66

CORDIALS & LIQUEURS: USAGE IN LAST 7 DAYS
(MALES)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
				A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES			79263	15710	100.0	19.8	100	3753	100.0	4.7	100	2318	100.0	2.9	100	9639	100.0	12.2	100
MAGAZINES	QUINTILE 1	16033	4535	28.9	28.3	143	982	26.2	6.1	129	732	31.6	4.6	156	2822	29.3	17.6	145	
	QUINTILE 2	15354	3751	23.9	24.4	123	818	21.8	5.3	113	595	25.7	3.9	133	2338	24.3	15.2	125	
	QUINTILE 3	15888	2629	16.7	16.5	83	752	20.0	4.7	100	*371	16.0	2.3	80	1506	15.6	9.5	78	
	QUINTILE 4	17310	2821	18.0	16.3	82	563	15.0	3.3	69	*351	15.1	2.0	69	1907	19.8	11.0	91	
	QUINTILE 5	14677	1974	12.6	13.4	68	640	17.1	4.4	92	*269	11.6	1.8	63	1066	11.1	7.3	60	
NEWSPAPERS	QUINTILE 1	15277	4096	26.1	26.8	135	1004	26.8	6.6	139	583	25.2	3.8	130	2509	26.0	16.4	135	
	QUINTILE 2	22745	4681	29.8	20.6	104	911	24.3	4.0	85	692	29.9	3.0	104	3078	31.9	13.5	111	
	QUINTILE 3	10692	2172	13.8	20.3	102	528	14.1	4.9	104	*337	14.5	3.2	108	1306	13.5	12.2	100	
	QUINTILE 4	11646	2039	13.0	17.5	88	432	11.5	3.7	78	*324	14.0	2.8	95	1283	13.3	11.0	91	
	QUINTILE 5	18903	2723	17.3	14.4	73	878	23.4	4.6	98	*383	16.5	2.0	69	1462	15.2	7.7	64	
OUTDOOR	QUINTILE 1	16620	3699	23.5	22.3	112	812	21.6	4.9	103	470	20.3	2.8	97	2417	25.1	14.5	120	
	QUINTILE 2	16377	3616	23.0	22.1	111	720	19.2	4.4	93	526	22.7	3.2	110	2370	24.6	14.5	119	
	QUINTILE 3	15995	3051	19.4	19.1	96	738	19.7	4.6	97	419	18.1	2.6	90	1895	19.7	11.8	97	
	QUINTILE 4	15592	2850	18.1	18.3	92	738	19.7	4.7	100	490	21.1	3.1	107	1623	16.8	10.4	86	
	QUINTILE 5	14679	2494	15.9	17.0	86	746	19.9	5.1	107	*414	17.9	2.8	96	1333	13.8	9.1	75	
RADIO-DRIVE TIME	QUINTILE 1	15746	3458	22.0	22.0	111	965	25.7	6.1	129	*450	19.4	2.9	98	2043	21.2	13.0	107	
	QUINTILE 2	15067	3307	21.1	21.9	111	751	20.0	5.0	105	578	24.9	3.8	131	1978	20.5	13.1	108	
	QUINTILE 3	15631	3537	22.5	22.6	114	727	19.4	4.7	98	557	24.0	3.6	122	2252	23.4	14.4	118	
	QUINTILE 4	16245	3224	20.5	19.8	100	720	19.2	4.4	94	*386	16.7	2.4	81	2118	22.0	13.0	107	
	QUINTILE 5	16573	2185	13.9	13.2	67	590	15.7	3.6	75	*347	15.0	2.1	72	1247	12.9	7.5	62	
RADIO-MID- DAY	TERCILE 1	21788	4679	29.8	21.5	108	1218	32.5	5.6	118	614	26.5	2.8	96	2847	29.5	13.1	107	
	TERCILE 2	21151	3940	25.1	18.6	94	1062	28.3	5.0	106	601	25.9	2.8	97	2277	23.6	10.8	89	
	TERCILE 3	36323	7091	45.1	19.5	98	1474	39.3	4.1	86	1103	47.6	3.0	104	4514	46.8	12.4	102	
RADIO-TOTAL	QUINTILE 1	15977	3624	23.1	22.7	114	1011	26.9	6.3	134	*439	18.9	2.7	94	2174	22.6	13.6	112	
	QUINTILE 2	15923	3213	20.5	20.2	102	833	22.2	5.2	110	*509	22.0	3.2	109	1871	19.4	11.8	97	
	QUINTILE 3	14980	3370	21.5	22.5	114	651	17.3	4.3	92	616	26.6	4.1	141	2104	21.8	14.0	115	
	QUINTILE 4	17123	3210	20.4	18.7	95	667	17.8	3.9	82	*421	18.2	2.5	84	2122	22.0	12.4	102	
	QUINTILE 5	15260	2294	14.6	15.0	76	592	15.8	3.9	82	*334	14.4	2.2	75	1368	14.2	9.0	74	
TV-PRIME TIME	QUINTILE 1	15674	2870	18.3	18.3	92	636	16.9	4.1	86	*432	18.6	2.8	94	1802	18.7	11.5	95	
	QUINTILE 2	15944	3383	21.5	21.2	107	782	20.8	4.9	104	469	20.2	2.9	101	2132	22.1	13.4	110	
	QUINTILE 3	16037	3313	21.1	20.7	104	784	20.9	4.9	103	448	19.3	2.8	96	2081	21.6	13.0	107	
	QUINTILE 4	15412	3255	20.7	21.1	107	800	21.3	5.2	110	529	22.8	3.4	117	1925	20.0	12.5	103	
	QUINTILE 5	16194	2890	18.4	17.8	90	750	20.0	4.6	98	*440	19.0	2.7	93	1700	17.6	10.5	86	
TV-DAYTIME	TERCILE 1	19156	2982	19.0	15.6	79	746	19.9	3.9	82	401	17.3	2.1	72	1836	19.0	9.6	79	
	TERCILE 2	19343	3711	23.6	19.2	97	1004	26.8	5.2	110	439	18.9	2.3	78	2268	23.5	11.7	96	
	TERCILE 3	40764	9018	57.4	22.1	112	2004	53.4	4.9	104	1479	63.8	3.6	124	5535	57.4	13.6	112	
TV-TOTAL	QUINTILE 1	15844	2670	17.0	16.9	85	577	15.4	3.6	77	*352	15.2	2.2	76	1741	18.1	11.0	90	
	QUINTILE 2	15767	3149	20.0	20.0	101	852	22.7	5.4	114	*356	15.4	2.3	77	1941	20.1	12.3	101	
	QUINTILE 3	15775	3025	19.3	19.2	97	775	20.7	4.9	104	571	24.6	3.6	124	1679	17.4	10.6	88	
	QUINTILE 4	15903	3661	23.3	23.0	116	708	18.9	4.5	94	494	21.3	3.1	106	2459	25.5	15.5	127	
	QUINTILE 5	15974	3205	20.4	20.1	101	842	22.4	5.3	111	545	23.5	3.4	117	1819	18.9	11.4	94	
MAGAZINES-NEWSPAPERS: DUAL			21225	5706	36.3	26.9	136	1195	31.8	5.6	119	842	36.3	4.0	136	3669	38.1	17.3	142
MAGAZINE IMPERATIVE			17728	3577	22.8	20.2	102	856	22.8	4.8	102	643	27.7	3.6	124	2078	21.6	11.7	96
NEWSPAPER IMPERATIVE			22987	3982	25.3	17.3	87	1013	27.0	4.4	93	521	22.5	2.3	78	2448	25.4	10.6	88
MAGAZINES-OUTDOOR: DUAL			16244	4229	26.9	26.0	131	746	19.9	4.6	97	599	25.8	3.7	126	2885	29.9	17.8	146
MAGAZINE IMPERATIVE			24016	5352	34.1	22.3	112	1410	37.6	5.9	124	890	38.4	3.7	127	3052	31.7	12.7	105
OUTDOOR IMPERATIVE			26020	4431	28.2	17.0	86	1103	29.4	4.2	90	564	24.3	2.2	74	2764	28.7	10.6	87
MAGAZINES-RADIO: DUAL			16918	4485	28.5	26.5	134	1160	30.9	6.9	145	695	30.0	4.1	140	2629	27.3	15.5	128
MAGAZINE IMPERATIVE			23456	5408	34.4	23.1	116	1124	29.9	4.8	101	897	38.7	3.8	131	3388	35.1	14.4	119
RADIO IMPERATIVE			23900	3966	25.2	16.6	84	1059	28.2	4.4	94	546	23.6	2.3	78	2362	24.5	9.9	81
MAGAZINES-TELEVISION: DUAL			15791	3479	22.1	22.0	111	851	22.7	5.4	114	*431	18.6	2.7	93	2197	22.8	13.9	114
MAGAZINE IMPERATIVE			25476	6425	40.9	25.2	127	1408	37.5	5.5	117	1121	48.4	4.4	150	3895	40.4	15.3	126
TELEVISION IMPERATIVE			25744	3832	24.4	14.9	75	1055	28.1	4.1	87	478	20.6	1.9	63	2299	23.9	8.9	73
NEWSPAPERS-OUTDOOR: DUAL			17628	4200	26.7	23.8	120	893	23.8	5.1	107	533	23.0	3.0	103	2775	28.8	15.7	129
NEWSPAPER IMPERATIVE			26414	5578	35.5	21.1	107	1343	35.8	5.1	107	874	37.7	3.3	113	3362	34.9	12.7	105
OUTDOOR IMPERATIVE			23059	4248	27.0	18.4	93	993	26.5	4.3	91	579	25.0	2.5	86	2676	27.8	11.6	95
NEWSPAPERS-RADIO: DUAL			17996	4254	27.1	23.6	119	943	25.1	5.2	111	705	30.4	3.9	134	2606	27.0	14.5	119
NEWSPAPER IMPERATIVE			26269	5830	37.1	22.2	112	1240	33.0	4.7	100	841	36.3	3.2	109	3749	38.9	14.3	117
RADIO IMPERATIVE			21342	4011	25.5	18.8	95	1164	31.0	5.5	115	578	24.9	2.7	93	2268	23.5	10.6	87
NEWSPAPERS-TELEVISION: DUAL			17359	3666	23.3	21.1	107	782	20.8	4.5	95	587	25.3	3.4	116	2297	23.8	13.2	109
NEWSPAPER IMPERATIVE			26889	6385	40.6	23.7	120	1380	36.8	5.1	108	946	40.8	3.5	120	4060	42.1	15.1	124
TELEVISION IMPERATIVE			21698	3333	21.2	15.4	78	1027	27.4	4.7	100	*367	15.8	1.7	58	1939	20.1	8.9	73
OUTDOOR-RADIO: DUAL			16456	3805	24.2	23.1	117	940	25.0	5.7	121	505	21.8	3.1	105	2361	24.5	14.3	118
OUTDOOR IMPERATIVE			25870	5145	32.7	19.9	100	960	25.6	3.7	78	755	32.6	2.9	100	3430	35.6	13.3	109
RADIO IMPERATIVE			23943	4778	30.4	20.0	101	1314	35.0	5.5	116	788	34.0	3.3</					

CORDIALS & LIQUEURS: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	15710	100.0	19.8	100	3753	100.0	4.7	100	2318	100.0	2.9	100	9639	100.0	12.2	100
ATLANTIC MONTHLY	452	*160	1.0	35.4	179	**54	1.4	11.9	252	**53	2.3	11.7	401	**53	0.5	11.7	96
BARRON'S	1058	448	2.9	42.3	214	**86	2.3	8.1	172	**80	3.5	7.6	259	282	2.9	26.7	219
BETTER HOMES & GARDENS	4773	1327	8.4	27.8	140	375	10.0	7.9	166	*132	5.7	2.8	95	820	8.5	17.2	141
BON APPETIT	1037	405	2.6	39.1	197	**125	3.3	12.1	255	**61	2.6	5.9	201	219	2.3	21.1	174
BUSINESS WEEK	3193	987	6.3	30.9	156	*288	7.7	9.0	190	*189	8.2	5.9	202	509	5.3	15.9	131
CAR AND DRIVER	2705	720	4.6	26.6	134	*259	6.9	9.6	202	**91	3.9	3.4	115	370	3.8	13.7	112
CBS MAGAZINE NETWORK (GROSS)	5678	1575	10.0	27.7	140	514	13.7	9.1	191	*213	9.2	3.8	128	848	8.8	14.9	123
CHANGING TIMES	1847	569	3.6	30.8	155	*162	4.3	8.8	185	**72	3.1	3.9	133	335	3.5	18.1	149
COLONIAL HOMES	492	*163	1.0	33.1	167	**57	1.5	11.6	245	**22	0.9	4.5	153	**83	0.9	16.9	139
CONDE NAST MAG. PKG. (GROSS)	2066	612	3.9	29.6	149	*234	6.2	11.3	239	**21	0.9	1.0	35	357	3.7	17.3	142
CONSUMERS DIGEST	1719	489	3.1	28.4	144	**179	4.8	10.4	220	**67	2.9	3.9	133	*243	2.5	14.1	116
COSMOPOLITAN	1762	552	3.5	31.3	158	**132	3.5	7.5	158	**103	4.4	5.8	200	316	3.3	17.9	147
COUNTRY LIVING	1110	269	1.7	24.2	122	**112	3.0	10.1	213	**42	1.8	3.8	129	*114	1.2	10.3	84
CUISINE	660	256	1.6	38.8	196	**98	2.6	14.8	314	*31	1.3	4.7	161	*126	1.3	19.1	157
CYCLE WORLD	1924	354	2.3	18.4	93	**88	2.3	4.6	97	*73	3.1	3.8	130	*193	2.0	10.0	82
DCI:CREATIVE IDEAS FOR LIV	437	*140	0.9	32.0	162	**91	2.4	20.8	440	**8	0.3	1.8	63	**41	0.4	9.4	77
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	532	3.4	21.4	108	*193	5.1	7.7	164	**56	2.4	2.2	77	283	2.9	11.4	93
DISCOVER	1279	336	2.1	26.3	133	**90	2.4	7.0	149	**51	2.2	4.0	136	*195	2.0	15.2	125
EBONY	2898	504	3.2	17.4	88	*190	5.1	6.6	138	**54	2.3	1.9	64	261	2.7	9.0	74
ESQUIRE	1384	374	2.4	27.0	136	**110	2.9	7.9	168	*35	1.5	2.5	86	229	2.4	16.5	136
ESSENCE	850	*208	1.3	24.5	123	**99	2.6	11.6	246	*7	0.3	0.8	28	**102	1.1	12.0	99
FAMILY CIRCLE	2430	623	4.0	25.6	129	*184	4.9	7.6	160	*47	2.0	1.9	66	393	4.1	16.2	133
THE FAMILY HANDYMAN	2356	604	3.8	25.6	129	*208	5.5	8.8	186	*87	3.8	3.7	126	308	3.2	13.1	108
FAMILY WEEKLY	11533	1999	12.7	17.3	87	*418	11.1	3.6	77	*228	9.8	2.0	68	1353	14.0	11.7	96
FIELD & STREAM	7444	1250	8.0	16.8	85	*418	11.1	5.6	119	*178	7.7	2.4	82	654	6.8	8.8	72
FOOD & WINE	416	*179	1.1	43.0	217	**100	2.7	24.0	508	*2	0.1	0.5	16	**77	0.8	18.5	152
FORBES	1865	728	4.6	39.0	197	*133	3.5	7.1	151	*122	5.3	6.5	224	474	4.9	25.4	209
FORTUNE	1849	697	4.4	37.7	190	*137	3.7	7.4	156	*120	5.2	6.5	222	440	4.6	23.8	196
GENTLEMEN'S QUARTERLY	2284	740	4.7	32.4	163	*179	4.8	7.8	166	*115	5.0	5.0	172	445	4.6	19.5	160
GLAMOUR	538	*194	1.2	36.1	182	**63	1.7	11.7	247	*11	0.5	2.0	70	**120	1.2	22.3	183
GOLF DIGEST	1649	491	3.1	29.8	150	*192	5.1	11.6	246	**87	3.8	5.3	180	212	2.2	12.9	106
GOLF DIGEST/TENNIS (GROSS)	2294	705	4.5	30.7	155	*285	7.6	12.4	262	**98	4.2	4.3	146	322	3.3	14.0	115
GOLF MAGAZINE	1577	453	2.9	28.7	145	*233	6.2	14.8	312	**35	1.5	2.2	76	185	1.9	11.7	96
GOLF MAGAZINE/SKI (GROSS)	2487	808	5.1	32.5	164	*308	8.2	12.4	262	*85	3.7	3.4	117	415	4.3	16.7	137
GOOD HOUSEKEEPING	2569	651	4.1	25.3	128	*213	5.7	8.3	175	**83	3.6	3.2	110	355	3.7	13.8	114
HARPER'S BAZAAR	431	**172	1.1	39.9	201	**54	1.4	12.5	265	*7	0.3	1.6	56	**111	1.2	25.8	212
HEALTH	788	*205	1.3	26.0	131	**63	1.7	8.0	169	**23	1.0	2.9	100	**119	1.2	15.1	124
HEARST MAG CORP. BUY (GROSS)	18781	5020	32.0	26.7	135	1674	44.6	8.9	188	528	22.8	2.8	96	2818	29.2	15.0	123
HEARST MAN POWER (GROSS)	9169	2245	14.3	25.4	124	742	19.8	8.1	171	*215	9.3	2.3	80	1287	13.4	14.0	115
HEARST WOMAN POWER (GROSS)	5452	1446	9.2	26.5	134	434	11.6	8.0	168	*200	8.6	3.7	125	812	8.4	14.9	122
HOUSE BEAUTIFUL	1020	329	2.1	32.3	163	**105	2.8	10.3	217	**17	0.7	1.7	57	*206	2.1	20.2	166
INC.	993	447	2.8	45.0	227	**105	2.8	10.6	223	**41	1.8	4.1	141	*301	3.1	30.3	249
JET	2808	522	3.3	18.6	94	*202	5.4	7.2	152	*79	3.4	2.8	96	241	2.5	8.6	71
LADIES' HOME JOURNAL	1868	466	3.0	24.9	126	**151	4.0	8.1	171	**62	2.7	3.3	113	*253	2.6	13.5	111
LHJ FAMILY GRP COMBO (GROSS)	3582	957	6.1	26.7	135	*330	8.8	9.2	195	**113	4.9	3.2	108	515	5.3	14.4	118
LIFE	4817	1303	8.3	27.1	136	321	8.6	6.7	141	*183	7.9	3.8	130	799	8.3	16.6	136
L.A. TIMES HOME MAGAZINE	1465	546	3.5	37.3	188	*71	1.9	4.8	102	*126	5.4	8.6	294	348	3.6	23.8	195
MADEMOISELLE	460	**154	1.0	33.5	169	**44	1.2	9.6	202	*8	0.3	1.7	59	**103	1.1	22.4	184
MC CALL'S	1764	511	3.3	29.0	146	*177	4.7	10.0	212	*83	3.6	4.7	161	*250	2.6	14.2	117
MC CALL'S/MRK MOTHER (GROSS)	2062	657	4.2	31.9	161	*244	6.5	11.8	250	**106	4.6	5.1	176	*306	3.2	14.8	122
MECHANIX ILLUSTRATED	3625	744	4.7	20.5	104	*229	6.1	6.3	133	**63	2.7	1.7	59	452	4.7	12.5	103
METROPOLITAN HOME	495	*144	0.9	29.1	147	*71	1.9	14.3	303	*5	0.2	1.0	35	**67	0.7	13.5	111
MONEY	3017	1053	6.7	34.9	176	*191	5.1	6.3	134	*116	5.0	3.8	131	746	7.7	24.7	203
MOTHER EARTH NEWS	1203	369	2.3	30.7	155	*163	4.3	13.5	286	**47	2.0	3.9	134	*160	1.7	13.3	109
MS.	*257	**112	0.7	43.6	220	*45	1.2	17.5	370	*6	0.3	2.3	80	**61	0.6	23.7	195
NATIONAL ENQUIRER	6921	1274	8.1	18.4	93	374	10.0	5.4	114	*127	5.5	1.8	63	773	8.0	11.2	92
NATIONAL GEOGRAPHIC	11626	3281	20.9	28.2	142	714	19.0	6.1	130	549	23.7	4.7	161	2018	20.9	17.4	143
NATIONAL SUNDAY MAGAZINE PKG	49424	10958	69.8	22.2	112	2460	65.5	5.0	105	1532	66.1	3.1	106	6966	72.3	14.1	116
NATURAL HISTORY	753	*264	1.7	35.1	177	*90	2.4	12.0	252	*50	2.2	6.6	227	*125	1.3	16.6	137
NEW WOMAN	*296	**111	0.7	37.5	189	*56	1.5	18.9	400	*0	0.0	0.0	0	**55	0.6	18.6	153
NEW YORK INCLUDING CUE	541	*204	1.3	37.7	190	**67	1.8	12.4	262	*30	1.3	5.5	190	*108	1.1	20.0	164
THE NEW YORKER	1078	498	3.2	46.2	233	*129	3.4	12.0	253	**52	2.2	4.8	165	317	3.3	29.4	242
NEWSWEEK	9602	2546	16.2	26.5	134	581	15.5	6.1	128	395	17.0	4.1	141	1569	16.3	16.3	134
THE N.Y. TIMES DAILY EDITION	1376	554	3.5	40.3	203	*154	4.1	11.2	236	*87	3.8	6.3	216	313	3.2	22.7	187
THE N.Y. TIMES MAGAZINE	2110	758	4.8	35.9	181	*208	5.5	9.9	208	*141	6.1	6.7	229	409	4.2	19.4	159
OMNI	1927	530	3.4	27.5	139	*154	4.1	8.0	169	**74	3.2	3.8	131	302	3.1	15.7	129
ON CABLE	911	225	1.4	24.7	125	*70	1.9	7.7	162	**24	1.0	2.6	90	*130	1.3	14.3	117
1001 HOME IDEAS	927	287	1.8	31.0	156	**116	3.1	12.5	264	**28	1.2	3.0	103	*143	1.5	15.4	127
ORGANIC GARDENING	1430	382	2.4	26.7	135	**112	3.0	7.8	165	**54	2.3	3.8	129	*216	2.2	15.1	124
OUTDOOR LIFE	4064	791	5.0	19.5	98	*223	5.9	5.5	116	**96	4.1	2.4	81	473	4.9	11.6	96
PARADE MAGAZINE	24538	5437	34.6	22.2	112	1275	34.0	5.2	110	799	34.5	3.3	111	3364	34.9	13.7	113

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	15710	100.0	19.8	100	3753	100.0	4.7	100	2318	100.0	2.9	100	9639	100.0	12.2	100
PARENTS	1126	274	1.7	24.3	123	**90	2.4	8.0	169	**47	2.0	4.2	143	*137	1.4	12.2	100
PENTHOUSE	4157	1171	7.5	28.2	142	405	10.8	9.7	206	*170	7.3	4.1	140	596	6.2	14.3	118
PEOPLE	7591	1968	12.5	25.9	131	468	12.5	6.2	130	248	10.7	3.3	112	1253	13.0	16.5	136
PLAYBOY	8379	2409	15.3	28.8	145	577	15.4	6.9	145	349	15.1	4.2	142	1483	15.4	17.7	146
POPULAR HOT RODDING	2110	465	3.0	22.0	111	**76	2.0	3.6	76	**84	3.6	4.0	136	*305	3.2	14.5	119
POPULAR MECHANICS	4850	1192	7.6	24.6	124	362	9.6	7.5	158	**99	4.3	2.0	70	731	7.6	15.1	124
POPULAR SCIENCE	3397	1020	6.5	30.0	151	*221	5.9	6.5	137	*170	7.3	5.0	171	628	6.5	18.5	152
PREVENTION	1720	425	2.7	24.7	125	**103	2.7	6.0	126	**63	2.7	3.7	125	259	2.7	15.1	124
PSYCHOLOGY TODAY	1344	339	2.2	25.2	127	**87	2.3	6.5	137	**21	0.9	1.6	53	*230	2.4	17.1	141
READER'S DIGEST	16016	3594	22.9	22.4	113	882	23.5	5.5	116	540	23.3	3.4	115	2172	22.5	13.6	112
REDBOOK	1121	*244	1.6	21.8	110	**89	2.4	7.9	168	**14	0.6	1.2	43	*141	1.5	12.6	103
ROAD & TRACK	2161	632	4.0	29.2	148	**196	5.2	9.1	192	**61	2.6	2.8	97	374	3.9	17.3	142
ROLLING STONE	1948	560	3.6	28.7	145	**133	3.5	6.8	144	**79	3.4	4.1	139	348	3.6	17.9	147
RUNNER'S WORLD	899	*275	1.8	30.6	154	*91	2.4	10.1	214	*339	1.7	4.3	148	*144	1.5	16.0	132
SATURDAY EVENING POST	841	*192	1.2	22.8	115	**73	1.9	8.7	183	*15	0.6	1.8	61	**105	1.1	12.5	103
SCIENCE 84	841	326	2.1	38.8	196	**78	2.1	9.3	196	**28	1.2	3.3	114	*220	2.3	26.2	215
SCIENCE DIGEST	1194	344	2.2	28.8	145	**129	3.4	10.8	228	**35	1.5	2.9	100	*181	1.9	15.2	125
SCIENTIFIC AMERICAN	1379	478	3.0	34.7	175	**124	3.3	9.0	190	**87	3.8	6.3	216	267	2.8	19.4	159
SELF	436	**109	0.7	25.0	126	**59	1.6	13.5	286	**2	0.1	0.5	16	**48	0.5	11.0	91
SEVENTEEN	614	**136	0.9	22.1	112	**60	1.6	9.8	206	**7	0.3	1.1	39	**69	0.7	11.2	92
SKI	910	355	2.3	39.0	197	**75	2.0	8.2	174	**51	2.2	5.6	192	*230	2.4	25.3	208
SMITHSONIAN	2937	937	6.0	31.9	161	212	5.6	7.2	152	182	7.9	6.2	212	544	5.6	18.5	152
SOAP OPERA DIGEST	545	**148	0.9	27.2	137	**55	1.5	10.1	213	**6	0.3	1.1	38	*87	0.9	16.0	131
SOUTHERN LIVING	2054	392	2.5	19.1	96	**101	2.7	4.9	104	**49	2.1	2.4	82	242	2.5	11.8	97
SPORT	2799	688	4.4	24.6	124	*210	5.6	7.5	158	**88	3.8	3.1	108	390	4.0	13.9	115
THE SPORTING NEWS	1938	488	3.1	25.2	127	**158	4.2	8.2	172	**80	3.5	4.1	141	250	2.6	12.9	106
SPORTS AFIELD	3125	709	4.5	22.7	114	*251	6.7	8.0	170	**82	3.5	2.6	90	376	3.9	12.0	99
SPORTS ILLUSTRATED	11159	2416	15.4	21.7	109	582	15.5	5.2	110	320	13.8	2.9	98	1515	15.7	13.6	112
STAR	4095	727	4.6	17.8	90	265	7.1	6.5	137	**82	3.5	2.0	68	380	3.9	9.3	76
SUNDAY	25169	6154	39.2	24.5	123	1504	40.1	6.0	126	914	39.4	3.6	124	3736	38.8	14.8	122
SUNSET	1294	598	3.8	46.2	233	**120	3.2	9.3	196	**41	1.8	3.2	108	437	4.5	33.8	278
TV GUIDE	18508	3529	22.5	19.1	96	704	18.8	3.8	80	579	25.0	3.1	107	2245	23.3	12.1	100
TENNIS	645	*214	1.4	33.2	167	**93	2.5	14.4	305	**11	0.5	1.7	58	**110	1.1	17.1	140
TIME	12124	3357	21.4	27.7	140	874	23.3	7.2	152	522	22.5	4.3	147	1961	20.3	16.2	133
TOWN & COUNTRY	493	*214	1.4	43.4	219	**97	2.6	19.7	416	**11	0.5	2.2	76	**106	1.1	21.5	177
TRAVEL & LEISURE	1122	458	2.9	40.8	206	*172	4.6	15.3	324	**38	1.6	3.4	116	248	2.6	22.1	182
TRUE STORY	690	**129	0.8	18.7	94	**58	1.5	8.4	178	**11	0.5	1.6	55	**59	0.6	8.6	70
U.S. NEWS & WORLD REPORT	6571	1743	11.1	26.5	134	534	14.2	8.1	172	*203	8.8	3.1	106	1006	10.4	15.3	126
USA TODAY	3120	942	6.0	30.2	152	*166	4.4	5.3	112	*157	6.8	5.0	172	619	6.4	19.8	163
US	1315	395	2.5	30.0	152	**133	3.5	10.1	214	**43	1.9	3.3	112	*219	2.3	16.7	137
VOGUE	632	*155	1.0	24.5	124	**68	1.8	10.8	227	*1	0.0	0.2	5	**86	0.9	13.6	112
WALL STREET JOURNAL	4247	1451	9.2	34.2	172	308	8.2	7.3	153	206	8.9	4.9	166	937	9.7	22.1	181
WEIGHT WATCHERS	398	**77	0.5	19.3	98	*17	0.5	4.3	90	**8	0.3	2.0	69	**52	0.5	13.1	107
WOMAN'S DAY	1139	288	1.8	25.3	128	**70	1.9	6.1	130	*60	2.6	5.3	180	*158	1.6	13.9	114
WORKING WOMAN	*298	**146	0.9	49.0	247	**67	1.8	22.5	475	**23	1.0	7.7	264	**56	0.6	18.8	155
WORKING WOMAN	327	**111	0.7	33.9	171	**57	1.5	17.4	368	**3	0.1	0.9	31	**50	0.5	15.3	126
WORLD TENNIS	397	**172	1.1	43.3	219	**86	2.3	21.7	458	**20	0.9	5.0	172	**67	0.7	16.9	139
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2735	17.4	28.4	143	820	21.8	8.5	180	332	14.3	3.4	118	1582	16.4	16.4	135
BLAIR INSERTS	43762	10290	65.5	23.5	119	2232	59.5	5.1	108	1505	64.9	3.4	118	6553	68.0	15.0	123
DAILY NEWSPAPERS																	
READ ANY	52459	11184	71.2	21.3	108	2513	67.0	4.8	101	1642	70.8	3.1	107	7029	72.9	13.4	110
READ ONE	41891	8376	53.3	20.0	101	1766	47.1	4.2	89	1268	54.7	3.0	104	5342	55.4	12.8	105
READ TWO OR MORE	10568	2808	17.9	26.6	134	747	19.9	7.1	149	374	16.1	3.5	121	1686	17.5	16.0	131
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	11533	73.4	22.2	112	2525	67.3	4.9	103	1667	71.9	3.2	110	7341	76.2	14.1	116
READ ONE	44561	9286	59.1	20.8	105	1936	51.6	4.3	92	1325	57.2	3.0	102	6025	62.5	13.5	111
READ TWO OR MORE	7368	2247	14.3	30.5	154	589	15.7	8.0	169	342	14.8	4.6	159	1316	13.7	17.9	147
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.45				28.56				27.71				33.45			
30 DAY REACH	71522	14379	91.5	20.1	101	3412	90.9	4.8	101	2099	90.6	2.9	100	8867	92.0	12.4	102
50 SHWG - 30 DAY AV FREQ	15.55	16.42				15.18				14.60				17.31			
30 DAY REACH	68168	13780	87.7	20.2	102	3207	85.5	4.7	99	1992	85.9	2.9	100	8581	89.0	12.6	104
25 SHWG - 30 DAY AV FREQ	8.43	8.75				8.29				7.81				9.14			
30 DAY REACH	62898	12893	82.1	20.5	103	2929	78.0	4.7	98	1848	79.7	2.9	100	8116	84.2	12.9	106
CABLE TV: HOME WIRED	31664	6998	44.5	22.1	112	1657	44.2	5.2	111	1124	48.5	3.5	121	4216	43.7	13.3	109
HOME NOT WIRED	47599	8712	55.5	18.3	92	2096	55.8	4.4	93	1194	51.5	2.5	86	5422	56.3	11.4	94
HAVE PAY CABLE	17139	4149	26.4	24.2	122	965	25.7	5.6	119	715	30.8	4.2	143	2469	25.6	14.4	118

CORDIALS & LIQUEURS: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	21133	100.0	23.9	100	4511	100.0	5.1	100	3064	100.0	3.5	100	13558	100.0	15.3	100
FEMALE HOMEMAKERS	80986	19248	91.1	23.8	99	4078	90.4	5.0	99	2923	95.4	3.6	104	12247	90.3	15.1	99
EMPLOYED MOTHERS	18702	4899	23.2	26.2	110	727	16.1	3.9	76	754	24.6	4.0	116	3417	25.2	18.3	119
18 - 24	14726	3556	16.8	24.1	101	852	18.9	5.8	113	*388	12.7	2.6	76	2316	17.1	15.7	103
25 - 34	20202	5992	28.4	29.7	124	989	21.9	4.9	96	793	25.9	3.9	113	4210	31.1	20.8	136
35 - 44	14781	3926	18.6	26.6	111	836	18.5	5.7	111	598	19.5	4.0	117	2492	18.4	16.9	110
45 - 54	11449	2548	12.1	22.3	93	562	12.5	4.9	96	*436	14.2	3.8	110	1550	11.4	13.5	88
55 - 64	11846	2738	13.0	23.1	97	548	12.1	4.6	91	*453	14.8	3.8	110	1737	12.8	14.7	96
65 OR OLDER	15459	2373	11.2	15.4	64	724	16.0	4.7	92	395	12.9	2.6	74	1253	9.2	8.1	53
18 - 34	34928	9548	45.2	27.3	114	1841	40.8	5.3	103	1181	38.5	3.4	98	6526	48.1	18.7	122
18 - 49	55154	14717	69.6	26.7	112	2955	65.5	5.4	105	1974	64.4	3.6	103	9788	72.2	17.7	116
25 - 54	46433	12467	59.0	26.8	112	2388	52.9	5.1	101	1827	59.6	3.9	114	8252	60.9	17.8	116
35 - 49	20226	5169	24.5	25.6	107	1114	24.7	5.5	108	793	25.9	3.9	113	3262	24.1	16.1	105
50 OR OLDER	33310	6416	30.4	19.3	81	1556	34.5	4.7	92	1090	35.6	3.3	94	3770	27.8	11.3	74
GRADUATED COLLEGE	12110	4563	21.6	37.7	158	747	16.6	6.2	121	716	23.4	5.9	171	3100	22.9	25.6	167
ATTENDED COLLEGE	15309	4921	23.3	32.1	135	714	15.8	4.7	91	705	23.0	4.6	133	3502	25.8	22.9	149
GRADUATED HIGH SCHOOL	36912	8254	39.1	22.4	94	1854	41.1	5.0	98	997	32.5	2.7	78	5403	39.9	14.6	96
DID NOT GRADUATE HIGH SCHOOL	24134	3396	16.1	14.1	59	1196	26.5	5.0	97	*645	21.1	2.7	77	1555	11.5	6.4	42
EMPLOYED FULL-TIME	35457	10653	50.4	30.0	126	2211	49.0	6.2	122	1466	47.8	4.1	119	6976	51.5	19.7	128
EMPLOYED PART-TIME	8514	2407	11.4	28.3	118	*356	7.9	4.2	82	*299	9.8	3.5	101	1753	12.9	20.6	134
NOT EMPLOYED	44494	8072	38.2	18.1	76	1944	43.1	4.4	86	1298	42.4	2.9	84	4830	35.6	10.9	71
PROFESSIONAL/MANAGER	10811	4276	20.2	39.6	166	*719	15.9	6.7	130	667	21.8	6.2	178	2890	21.3	26.7	174
TECH/CLERICAL/SALES	19640	5723	27.1	29.1	122	1128	25.0	5.7	113	702	22.9	3.6	103	3893	28.7	19.8	129
PRECISION/CRAFT	1023	*231	1.1	22.6	95	*27	0.6	2.6	52	*77	2.5	7.5	217	**127	0.9	12.4	81
OTHER EMPLOYED	12498	2832	13.4	22.7	95	693	15.4	5.5	109	*320	10.4	2.6	74	1818	13.4	14.5	95
SINGLE	15995	4670	22.1	29.2	122	1082	24.0	6.8	133	551	18.0	3.4	99	3037	22.4	19.0	124
MARRIED	51689	12094	57.2	23.4	98	2112	46.8	4.1	80	1839	60.0	3.6	103	8144	60.1	15.8	103
DIVORCED/SEPARATED/WIDOWED	20780	4369	20.7	21.0	88	1317	29.2	6.3	124	674	22.0	3.2	94	2378	17.5	11.4	75
PARENTS	33922	7694	36.4	22.7	95	1239	27.5	3.7	72	1103	36.0	3.3	94	5351	39.5	15.8	103
WHITE	76422	19382	91.7	25.4	106	4069	90.2	5.3	104	2734	89.2	3.6	103	12579	92.8	16.5	107
BLACK	10066	1334	6.3	13.3	55	406	9.0	4.0	79	*229	7.5	2.3	66	699	5.2	6.9	45
OTHER	1976	*418	2.0	21.2	89	*37	0.8	1.9	37	*101	3.3	5.1	148	*280	2.1	14.2	92
NORTHEAST-CENSUS	19803	6434	30.4	32.5	136	1721	38.2	8.7	170	858	28.0	4.3	125	3854	28.4	19.5	127
NORTH CENTRAL	22181	5205	24.6	23.5	98	815	18.1	3.7	72	800	26.1	3.6	104	3590	26.5	16.2	106
SOUTH	30082	4596	21.7	15.3	64	889	19.7	3.0	58	758	24.7	2.5	73	2950	21.8	9.8	64
WEST	16398	4899	23.2	29.9	125	1087	24.1	6.6	130	647	21.1	3.9	114	3165	23.3	19.3	126
NORTHEAST-MKTG.	20163	6730	31.8	33.4	140	1925	42.7	9.5	187	830	27.1	4.1	119	3975	29.3	19.7	129
EAST CENTRAL	13054	2574	12.2	19.7	83	*424	9.4	3.2	64	*340	11.1	2.6	75	1810	13.4	13.9	90
WEST CENTRAL	14993	3946	18.7	26.3	110	595	13.2	4.0	78	681	22.2	4.5	131	2670	19.7	17.8	116
SOUTH	25785	3615	17.1	14.0	59	566	12.5	2.2	43	*679	22.2	2.6	76	2370	17.5	9.2	60
PACIFIC	14470	4269	20.2	29.5	123	1002	22.2	6.9	136	*535	17.5	3.7	107	2733	20.2	18.9	123
COUNTY SIZE A	36705	10910	51.6	29.7	124	2615	58.0	7.1	140	1386	45.2	3.8	109	6909	51.0	18.8	123
COUNTY SIZE B	26819	5706	27.0	21.3	89	1073	23.8	4.0	78	1044	34.1	3.9	112	3589	26.5	13.4	87
COUNTY SIZE C	13597	2749	13.0	20.2	85	*442	9.8	3.3	64	*453	14.8	3.3	96	1855	13.7	13.6	89
COUNTY SIZE D	11344	1768	8.4	15.6	65	*381	8.4	3.4	66	*181	5.9	1.6	46	1206	8.9	10.6	69
METRO CENTRAL CITY	26825	6608	31.3	24.6	103	1558	34.5	5.8	114	804	26.2	3.0	87	4247	31.3	15.8	103
METRO SUBURBAN	39912	10837	51.3	27.2	114	2176	48.2	5.5	107	1661	54.2	4.2	120	7000	51.6	17.5	114
NON METRO	21728	3688	17.5	17.0	71	777	17.2	3.6	70	*599	19.5	2.8	80	2312	17.1	10.6	69
TOP 5 ADI'S	20847	7069	33.5	33.9	142	1629	36.1	7.8	153	799	26.1	3.8	111	4641	34.2	22.3	145
TOP 10 ADI'S	28719	8885	42.0	30.9	130	2299	51.0	8.0	157	1042	34.0	3.6	105	5545	40.9	19.3	126
TOP 20 ADI'S	40904	12204	57.7	29.8	125	2923	64.8	7.1	140	1643	53.6	4.0	116	7638	56.3	18.7	122
HSGLD INC. \$50,000 OR MORE	7931	3533	16.7	44.5	186	*532	11.8	6.7	132	*586	19.1	7.4	213	2415	17.8	30.5	199
\$40,000 OR MORE	15233	6048	28.6	39.7	166	1185	26.3	7.8	153	874	28.5	5.7	166	3989	29.4	26.2	171
\$30,000 OR MORE	28333	9668	45.7	34.1	143	1930	42.8	6.8	134	1407	45.9	5.0	143	6331	46.7	22.3	146
\$25,000 OR MORE	36417	12099	57.3	33.2	139	2356	52.2	6.5	127	1744	56.9	4.8	138	7998	59.0	22.0	143
\$20,000 - \$24,999	9943	2098	9.9	21.1	88	*374	8.3	3.8	74	*240	7.8	2.4	70	1484	10.9	14.9	97
\$15,000 - \$19,999	9211	2103	10.0	22.8	96	568	12.6	6.2	121	*218	7.1	2.4	68	1317	9.7	14.3	93
\$10,000 - \$14,999	13477	2298	10.9	17.1	71	582	12.9	4.3	85	*312	10.2	2.3	67	1404	10.4	10.4	68
UNDER \$10,000	19418	2536	12.0	13.1	55	631	14.0	3.2	64	549	17.9	2.8	82	1356	10.0	7.0	46
HOUSEHOLD OF 1 PERSON	11987	2798	13.2	23.3	98	832	18.4	6.9	136	464	15.1	3.9	112	1502	11.1	12.5	82
2 PEOPLE	27046	6542	31.0	24.2	101	1626	36.0	6.0	118	970	31.7	3.6	104	3946	29.1	14.6	95
3 OR 4 PEOPLE	34251	8480	40.1	24.8	104	1326	29.4	3.9	76	1161	37.9	3.4	98	5944	44.2	17.5	114
5 OR MORE PEOPLE	15180	3313	15.7	21.8	91	*728	16.1	4.8	94	*469	15.3	3.1	89	2117	15.6	13.9	91
NO CHILD IN HSHLD	49819	12389	58.6	24.9	104	3013	66.8	6.0	119	1913	62.4	3.8	111	7463	55.0	15.0	98
CHILD(REN) UNDER 2 YRS	6045	1263	6.0	20.9	87	*139	3.1	2.3	45	*114	3.7	1.9	54	1010	7.4	16.7	109
2 - 5 YEARS	15233	3123	14.8	20.5	86	*492	10.9	3.2	63	*388	12.7	2.5	74	2243	16.5	14.7	96
6 - 11 YEARS	16260	3484	16.5	21.4	90	641	14.2	3.9	77	*571	18.6	3.5	101	2273	16.8	14.0	91
12 - 17 YEARS	19173	4532	21.4	23.6	99	764	16.9	4.0	78	734	24.0	3.8	111	3033	22.4	15.8	103
RESIDENCE OWNED	61371	14641	69.3	23.9	100	2864	63.5	4.7	92	2241	73.1	3.7	105	9536	70.3	15.5	101
VALUE: \$50,000 OR MORE	35355	11034	52.2	31.2	131	2122	47.0	6.0	118	1693	55.3	4.8	138	7219	53.2	20.4	133
VALUE: UNDER \$50,000	26016	3607	17.1	13.9	58	743	16.5	2.9	56	*548	17.9	2.1	61	2316	17.1	8.9	58

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	21133	100.0	23.9	100	4511	100.0	5.1	100	3064	100.0	3.5	100	13558	100.0	15.3	100
MAGAZINES	QUINTILE 1	17988	5525	26.1	30.7	129	1151	25.5	6.4	125	764	24.9	4.2	123	3610	26.6	20.1	131
	QUINTILE 2	19446	5846	27.7	30.1	126	1253	27.8	6.4	126	805	26.3	4.1	120	3787	27.9	19.5	127
	QUINTILE 3	14626	3406	16.1	23.3	97	600	13.3	4.1	80	*427	13.9	2.9	84	2379	17.5	16.3	106
	QUINTILE 4	16014	3178	15.0	19.8	83	725	16.1	4.5	89	549	17.9	3.4	99	1904	14.0	11.9	78
	QUINTILE 5	20389	3178	15.0	15.6	65	781	17.3	3.8	75	*518	16.9	2.5	73	1878	13.9	9.2	60
NEWSPAPERS	QUINTILE 1	13830	4694	22.2	33.9	142	963	21.3	7.0	137	561	18.3	4.1	117	3170	23.4	22.9	150
	QUINTILE 2	26350	6582	31.1	25.0	105	1217	27.0	4.6	91	1053	34.4	4.0	115	4312	31.8	16.4	107
	QUINTILE 3	12415	3230	15.3	26.0	109	724	16.0	5.8	114	*446	14.6	3.6	104	2060	15.2	16.6	108
	QUINTILE 4	21911	4674	22.1	21.3	89	1020	22.6	4.7	91	596	19.5	2.7	79	3058	22.6	14.0	91
	QUINTILE 5	13960	1954	9.2	14.0	59	587	13.0	4.2	82	*408	13.3	2.9	84	958	7.1	6.9	45
OUTDOOR	QUINTILE 1	16810	5116	24.2	30.4	127	1184	26.2	7.0	138	673	22.0	4.0	116	3260	24.0	19.4	127
	QUINTILE 2	17101	4398	20.8	25.7	108	911	20.2	5.3	104	605	19.7	3.5	102	2882	21.3	16.9	110
	QUINTILE 3	17579	4300	20.3	24.5	102	754	16.7	4.3	84	696	22.7	4.0	114	2850	21.0	16.2	106
	QUINTILE 4	18343	4140	19.6	22.6	94	889	19.7	4.8	95	590	19.3	3.2	93	2660	19.6	14.5	95
	QUINTILE 5	18631	3180	15.0	17.1	71	772	17.1	4.1	81	*500	16.3	2.7	77	1907	14.1	10.2	67
RADIO-DRIVE TIME	QUINTILE 1	17390	4423	20.9	25.4	106	1080	23.9	6.2	122	696	22.7	4.0	116	2647	19.5	15.2	99
	QUINTILE 2	16591	4058	19.2	24.5	102	755	16.7	4.6	89	*466	15.2	2.8	81	2838	20.9	17.1	112
	QUINTILE 3	16910	4740	22.4	28.0	117	1062	23.5	6.3	123	689	22.5	4.1	118	2989	22.0	17.7	115
	QUINTILE 4	18002	4213	19.9	23.4	98	845	18.7	4.7	92	555	18.1	3.1	89	2813	20.7	15.6	102
	QUINTILE 5	19572	3699	17.5	18.9	79	769	17.0	3.9	77	658	21.5	3.4	97	2271	16.8	11.6	76
RADIO-MID- DAY	TERCILE 1	23248	5480	25.9	23.6	99	989	21.9	4.3	83	648	21.1	2.8	80	3843	28.3	16.5	108
	TERCILE 2	23667	5920	28.0	25.0	105	1242	27.5	5.2	103	1012	33.0	4.3	123	3667	27.0	15.5	101
	TERCILE 3	41549	9733	46.1	23.4	98	2280	50.5	5.5	108	1404	45.8	3.4	98	6049	44.6	14.6	95
RADIO-TOTAL	QUINTILE 1	17786	4316	20.4	24.3	102	974	21.6	5.5	107	600	19.6	3.4	97	2742	20.2	15.4	101
	QUINTILE 2	17316	4303	20.4	24.8	104	999	22.1	5.8	113	*457	14.9	2.6	76	2847	21.0	16.4	107
	QUINTILE 3	18428	4885	23.1	26.5	111	954	21.1	5.2	102	765	25.0	4.2	120	3166	23.4	17.2	112
	QUINTILE 4	17669	4703	22.3	26.6	111	967	21.4	5.5	107	811	26.5	4.6	133	2925	21.6	16.6	108
	QUINTILE 5	17265	2927	13.9	17.0	71	617	13.7	3.6	70	*432	14.1	2.5	72	1879	13.9	10.9	71
TV-PRIME TIME	QUINTILE 1	17416	4020	19.0	23.1	97	1005	22.3	5.8	113	451	14.7	2.6	75	2564	18.9	14.7	96
	QUINTILE 2	17413	4456	21.1	25.6	107	1063	23.6	6.1	120	634	20.7	3.6	105	2759	20.3	15.8	103
	QUINTILE 3	17943	4514	21.4	25.2	105	784	17.4	4.4	86	676	22.1	3.8	109	3054	22.5	17.0	111
	QUINTILE 4	18442	4405	20.8	23.9	100	891	19.8	4.8	95	707	23.1	3.8	111	2807	20.7	15.2	99
	QUINTILE 5	17250	3739	17.7	21.7	91	769	17.0	4.5	87	595	19.4	3.4	100	2375	17.5	13.8	90
TV-DAYTIME	TERCILE 1	29966	5678	26.9	18.9	79	1229	27.2	4.1	80	825	26.9	2.8	79	3624	26.7	12.1	79
	TERCILE 2	29480	7393	35.0	25.1	105	1666	36.9	5.7	111	1031	33.6	3.5	101	4697	34.6	15.9	104
	TERCILE 3	29018	8062	38.1	27.8	116	1616	35.8	5.6	109	1208	39.4	4.2	120	5238	38.6	18.1	118
TV-TOTAL	QUINTILE 1	17740	3389	16.0	19.1	80	752	16.7	4.2	83	538	17.6	3.0	88	2100	15.5	11.8	77
	QUINTILE 2	17674	4131	19.5	23.4	98	876	19.4	5.0	97	*462	15.1	2.6	75	2794	20.6	15.8	103
	QUINTILE 3	17730	4577	21.7	25.8	108	1052	23.3	5.9	116	710	23.2	4.0	116	2815	20.8	15.9	104
	QUINTILE 4	17563	4620	21.9	26.3	110	883	19.6	5.0	99	727	23.7	4.1	120	3011	22.2	17.1	112
	QUINTILE 5	17757	4416	20.9	24.9	104	949	21.0	5.3	105	628	20.5	3.5	102	2839	20.9	16.0	104
MAGAZINES-NEWSPAPERS: DUAL		23278	7460	35.3	32.0	134	1556	34.5	6.7	131	988	32.2	4.2	123	4916	36.3	21.1	138
MAGAZINE IMPERATIVE		21634	5317	25.2	24.6	103	1166	25.8	5.4	106	775	25.3	3.6	103	3376	24.9	15.6	102
NEWSPAPER IMPERATIVE		23455	5325	25.2	22.7	95	967	21.4	4.1	81	790	25.8	3.4	97	3567	26.3	15.2	99
MAGAZINES-OUTDOOR: DUAL		17482	5547	26.2	31.7	133	1138	25.2	6.5	128	738	24.1	4.2	122	3671	27.1	21.0	137
MAGAZINE IMPERATIVE		28830	7552	35.7	26.2	110	1533	34.0	5.3	104	1113	36.3	3.9	111	4906	36.2	17.0	111
OUTDOOR IMPERATIVE		26119	5606	26.5	21.5	90	1248	27.7	4.8	94	838	27.3	3.2	93	3521	26.0	13.5	88
MAGAZINES-RADIO: DUAL		20162	5871	27.8	29.1	122	1333	29.5	6.6	130	650	21.2	3.2	93	3888	28.7	19.3	126
MAGAZINE IMPERATIVE		26292	7553	35.7	28.7	120	1401	31.1	5.3	104	1225	40.0	4.7	135	4928	36.3	18.7	122
RADIO IMPERATIVE		25308	5149	24.4	20.3	85	1125	24.9	4.4	87	750	24.5	3.0	86	3274	24.1	12.9	84
MAGAZINES-TELEVISION: DUAL		17312	4752	22.5	27.4	115	928	20.6	5.4	105	663	21.6	3.8	111	3161	23.3	18.3	119
MAGAZINE IMPERATIVE		29099	8930	42.3	30.7	128	1874	41.5	6.4	126	1246	40.7	4.3	124	5811	42.9	20.0	130
TELEVISION IMPERATIVE		27505	4693	22.2	17.1	71	1031	22.9	3.7	74	670	21.9	2.4	70	2992	22.1	10.9	71
NEWSPAPERS-OUTDOOR: DUAL		18628	5921	28.0	31.8	133	1177	26.1	6.3	124	781	25.5	4.2	121	3963	29.2	21.3	139
NEWSPAPER IMPERATIVE		29178	7216	34.1	24.7	104	1408	31.2	4.8	95	1060	34.6	3.6	105	4748	35.0	16.3	106
OUTDOOR IMPERATIVE		25260	5702	27.0	22.6	94	1324	29.4	5.2	103	858	28.0	3.4	98	3519	26.0	13.9	91
NEWSPAPERS-RADIO: DUAL		19246	5254	24.9	27.3	114	1116	24.7	5.8	114	690	22.5	3.6	104	3449	25.4	17.9	117
NEWSPAPER IMPERATIVE		28155	7956	37.6	28.3	118	1503	33.3	5.3	105	1191	38.9	4.2	122	5262	38.8	18.7	122
RADIO IMPERATIVE		25308	5522	26.1	21.8	91	1336	29.6	5.3	104	690	22.5	2.7	79	3496	25.8	13.8	90
NEWSPAPERS-TELEVISION: DUAL		18615	4752	22.5	25.5	107	1091	24.2	5.9	115	529	17.3	2.8	82	3132	23.1	16.8	110
NEWSPAPER IMPERATIVE		29207	8604	40.7	29.5	123	1608	35.6	5.5	108	1345	43.9	4.6	133	5651	41.7	19.3	126
TELEVISION IMPERATIVE		25472	4777	22.6	18.8	79	1019	22.6	4.0	78	751	24.5	2.9	85	3007	22.2	11.8	77
OUTDOOR-RADIO: DUAL	QUINTILE 1	17292	4607	21.8	26.6	112	1069	23.7	6.2	121	547	17.9	3.2	91	2991	22.1	17.3	113
	QUINTILE 2	26915	7281	34.5	27.1	113	1451	32.2	5.4	106	1133	37.0	4.2	122	4697	34.6	17.5	114
	RADIO IMPERATIVE	28938	6791															

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	21133	100.0	23.9	100	4511	100.0	5.1	100	3064	100.0	3.5	100	13558	100.0	15.3	100
ATLANTIC MONTHLY	415	*102	0.5	24.6	103	**10	0.2	2.4	47	**23	0.8	5.5	160	**69	0.5	16.6	108
BARRON'S	522	*278	1.3	53.3	223	**32	0.7	6.1	120	**32	1.0	6.1	177	*214	1.6	41.0	267
BETTER HOMES & GARDENS	17429	4593	21.7	26.4	110	860	19.1	4.9	97	573	18.7	3.3	95	3160	23.3	18.1	118
BON APPETIT	2772	1130	5.3	40.8	171	*160	3.5	5.8	113	*228	7.4	8.2	237	741	5.5	26.7	174
BUSINESS WEEK	1469	570	2.7	38.8	162	**113	2.5	7.7	151	**82	2.7	5.6	161	374	2.8	25.5	166
CAR AND DRIVER	397	**120	0.6	30.2	127	**19	0.4	4.8	94	**34	1.1	8.6	247	**67	0.5	16.9	110
CBS MAGAZINE NETWORK (GROSS)	1633	461	2.2	28.2	118	**31	0.7	1.9	37	**79	2.6	4.8	140	351	2.6	21.5	140
CHANGING TIMES	1554	441	2.1	28.4	119	**125	2.8	8.0	158	**52	1.7	3.3	97	264	1.9	17.0	111
COLONIAL HOMES	1304	419	2.0	32.1	135	**85	1.9	6.5	128	**98	3.2	7.5	217	237	1.7	18.2	119
CONDE NAST MAG. PKG. (GROSS)	17858	6188	29.3	34.7	145	1092	24.2	6.1	120	545	17.8	3.1	88	4551	33.6	25.5	166
CONSUMERS DIGEST	1406	407	1.9	28.9	121	**63	1.4	4.5	88	**58	1.9	4.1	119	286	2.1	20.3	133
COSMOPOLITAN	8815	2952	14.0	33.5	140	691	15.3	7.8	154	333	10.9	3.8	109	1928	14.2	21.9	143
COUNTRY LIVING	2636	962	4.6	36.5	153	*167	3.7	6.3	124	*174	5.7	6.6	191	621	4.6	23.6	154
CUISINE	1554	411	2.9	39.3	165	*127	2.8	8.2	160	*171	5.6	11.0	318	313	2.3	20.1	131
CYCLE WORLD	469	**142	0.7	30.3	127	**0	0.0	0.0	0	**13	0.4	2.8	80	**128	0.9	27.3	178
DCI:CREATIVE IDEAS FOR LIV	2631	671	3.2	25.5	107	**129	2.9	4.9	96	**63	2.1	2.4	69	480	3.5	18.2	119
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1586	7.5	22.4	94	*247	5.5	3.5	69	*226	7.4	3.2	92	1113	8.2	15.8	103
DISCOVER	998	335	1.6	33.6	141	**49	1.1	4.9	96	**50	1.6	5.0	145	*236	1.7	23.6	154
EBONY	4289	624	3.0	14.5	61	*103	2.3	2.4	47	**99	3.2	2.3	67	422	3.1	9.8	64
ESQUIRE	1176	307	1.5	26.1	109	**51	1.1	4.3	85	**8	0.3	0.7	20	249	1.8	21.2	138
ESSENCE	2392	349	1.7	14.6	61	**46	1.0	1.9	38	**71	2.3	3.0	86	*231	1.7	9.7	63
FAMILY CIRCLE	17209	4702	22.2	27.3	114	1192	26.4	6.9	136	649	21.2	3.8	109	2861	21.1	16.6	108
THE FAMILY HANDYMAN	1184	338	1.6	28.5	120	**131	2.9	11.1	217	**21	0.7	1.8	51	*186	1.4	15.7	103
FAMILY WEEKLY	12391	2897	13.7	23.4	98	464	10.3	3.7	73	353	11.5	2.8	82	2079	15.3	16.8	109
FIELD & STREAM	2438	583	2.8	23.9	100	**59	1.3	2.4	47	**37	1.2	1.5	44	486	3.6	19.9	130
FOOD & WINE	614	209	1.0	34.0	142	**32	0.7	5.2	102	**37	1.2	6.0	174	*140	1.0	22.8	149
FORBES	813	449	2.1	55.2	231	**90	2.0	11.1	217	**89	2.9	10.9	316	*270	2.0	33.2	217
FORTUNE	1083	567	2.7	52.4	219	**55	1.2	5.1	100	**77	2.5	7.1	205	435	3.2	40.2	262
GENTLEMEN'S QUARTERLY	1197	458	2.2	38.3	160	**35	0.8	2.9	57	**35	1.1	2.9	84	387	2.9	32.3	211
GLAMOUR	6625	2309	10.9	34.9	146	386	8.6	5.8	114	*167	5.5	2.5	73	1756	13.0	26.5	173
GOLF DIGEST	707	*300	1.4	42.4	178	**65	1.4	9.2	180	**37	1.2	5.2	151	*199	1.5	28.1	184
GOLF DIGEST/TENNIS (GROSS)	1316	467	2.2	35.5	149	**110	2.4	8.4	164	**49	1.6	3.7	108	308	2.3	23.4	153
GOLF MAGAZINE	469	**188	0.9	40.1	168	**21	0.5	4.5	88	**44	1.4	9.4	271	**123	0.9	26.2	171
GOLF MAGAZINE/SKI (GROSS)	1060	404	1.9	38.1	160	**66	1.5	6.2	122	**85	2.8	8.0	232	*254	1.9	24.0	156
GOOD HOUSEKEEPING	17784	4772	22.6	26.8	112	857	19.0	4.8	95	760	24.8	4.3	123	3154	23.3	17.7	116
HARPER'S BAZAAR	2931	840	4.0	28.7	120	*137	3.0	4.7	92	*137	4.5	4.7	135	565	4.2	19.3	126
HEALTH	2199	557	2.6	25.3	106	**137	3.0	6.2	122	**116	3.8	5.3	152	*304	2.2	13.8	90
HEARST MAG CORP. BUY (GROSS)	49148	14681	69.5	29.9	125	2808	62.2	5.7	112	2189	71.4	4.5	129	9684	71.4	19.7	129
HEARST MAN POWER (GROSS)	2113	558	2.6	26.4	111	**124	2.7	5.9	115	**46	1.5	2.2	63	388	2.9	18.4	120
HEARST WOMAN POWER (GROSS)	35062	10179	48.2	29.0	122	2008	44.5	5.7	112	1457	47.6	4.2	120	6714	49.5	19.1	125
HOUSE BEAUTIFUL	3865	1299	6.1	33.6	141	*250	5.5	6.5	127	*182	5.9	4.7	136	867	6.4	22.4	146
INC.	315	*142	0.7	45.1	189	**5	0.1	1.6	31	**18	0.6	5.7	165	**118	0.9	37.5	244
JET	3690	477	2.3	12.9	54	*135	3.0	3.7	72	**71	2.3	1.9	56	272	2.0	7.4	48
LADIES' HOME JOURNAL	12930	3564	16.9	27.6	115	731	16.2	5.7	111	408	13.3	3.2	91	2426	17.9	18.8	122
LHJ FAMILY GRP COMBO(GROSS)	18161	5083	24.1	28.0	117	1003	22.2	5.5	108	652	21.3	3.6	104	3429	25.3	18.9	123
LIFE	5065	1472	7.0	29.1	122	*261	5.8	5.2	101	*219	7.1	4.3	125	992	7.3	19.6	128
L.A. TIMES HOME MAGAZINE	1310	526	2.5	40.2	168	**143	3.2	10.9	214	**75	2.4	5.7	165	308	2.3	23.5	153
MADEMOISELLE	3759	1208	5.7	32.1	135	*159	3.5	4.2	83	**111	3.6	3.0	85	939	6.9	25.0	163
MC CALL'S	14658	4230	20.0	28.9	121	959	21.3	6.5	128	522	17.0	3.6	103	2749	20.3	18.8	122
MC CALL'S/WRK MOTHER (GROSS)	15857	4535	21.5	28.6	120	1004	22.3	6.3	124	522	17.0	3.3	95	3008	22.2	19.0	124
MECHANIX ILLUSTRATED	809	*254	1.2	31.4	131	**76	1.7	9.4	184	**26	0.8	3.2	93	*152	1.1	18.8	123
METROPOLITAN HOME	1009	316	1.5	31.3	131	**48	1.1	4.8	93	**60	2.0	5.9	172	*207	1.5	20.5	134
MONEY	1707	656	3.1	38.4	161	**114	2.5	6.7	131	**89	2.9	5.2	151	453	3.3	26.5	173
MOTHER EARTH NEWS	1123	324	1.5	28.9	121	**34	0.8	3.0	59	**36	1.2	3.2	93	254	1.9	22.6	148
MS.	932	420	2.0	45.1	189	**59	1.3	6.3	124	**60	2.0	6.4	186	300	2.2	32.2	210
NATIONAL ENQUIRER	11971	2321	11.0	19.4	81	627	13.9	5.2	103	327	10.7	2.7	79	1368	10.1	11.4	75
NATIONAL GEOGRAPHIC	10503	3314	15.7	31.6	132	655	14.5	6.2	122	560	18.3	5.3	154	2099	15.5	20.0	130
NATIONAL SUNDAY MAGAZINE PKG	54325	14666	69.4	27.0	113	3019	66.9	5.6	109	2050	66.9	3.8	109	9597	70.8	17.7	115
NATURAL HISTORY	626	287	1.4	45.8	192	**19	0.4	3.0	60	**26	0.8	4.2	120	*242	1.8	38.7	252
NEW WOMAN	1992	590	2.8	29.6	124	**80	1.8	4.0	79	**85	2.8	4.3	123	425	3.1	21.3	139
NEW YORK INCLUDING CUE	547	237	1.1	43.3	181	**60	1.3	11.0	215	**61	2.0	11.2	322	*116	0.9	21.2	138
THE NEW YORKER	1380	587	2.8	42.5	178	*87	1.9	6.3	124	*127	4.1	9.2	266	373	2.8	27.0	176
NEWSWEEK	6925	2368	11.2	34.2	143	481	10.7	6.9	136	330	10.8	4.8	138	1558	11.5	22.5	147
THE N.Y. TIMES DAILY EDITION	1363	748	3.5	54.9	230	*141	3.1	10.3	203	*79	2.6	5.8	167	527	3.9	38.7	252
THE N.Y. TIMES MAGAZINE	2333	1169	5.5	50.1	210	*214	4.7	9.2	180	*144	4.7	6.2	178	811	6.0	34.8	227
OMNI	872	323	1.5	37.0	155	**80	1.8	9.2	180	**12	0.4	1.4	40	*232	1.7	26.6	174
ON CABLE	1298	390	1.8	30.0	126	**62	1.4	4.8	94	**36	1.2	2.8	80	*292	2.2	22.5	147
1001 HOME IDEAS	3032	962	4.6	31.7	133	*135	3.0	4.5	87	*128	4.2	4.2	128	699	5.2	23.1	150
ORGANIC GARDENING	1680	385	1.8	22.9	96	**80	1.8	4.8	93	**35	1.1	2.1	60	271	2.0	16.1	105
OUTDOOR LIFE	960	275	1.3	28.6	120	**52	1.2	5.4	106	**52	1.7	5.4	156	*172	1.3	17.9	117
PARADE MAGAZINE	26755	7497	35.5	28.0	117	1734	38.4	6.5	127	950	31.0	3.6	103	4813	35.5	18.0	117

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	21133	100.0	23.9	100	4511	100.0	5.1	100	3064	100.0	3.5	100	13558	100.0	15.3	100
PARENTS	4173	1158	5.5	27.7	116	*116	2.6	2.8	55	*154	5.0	3.7	107	887	6.5	21.3	139
PENTHOUSE	973	*283	1.3	29.1	122	**86	1.9	8.8	173	**67	2.2	6.9	199	*130	1.0	13.4	87
PEOPLE	13479	4253	20.1	31.6	132	1044	23.1	7.7	152	522	17.0	3.9	112	2687	19.8	19.9	130
PLAYBOY	2183	650	3.1	29.8	125	**112	2.5	5.1	101	**114	3.7	5.2	151	424	3.1	19.4	127
POPULAR HOT RODDING	388	**82	0.4	21.1	88	**12	0.3	3.1	61	**0	0.0	0.0	0	**70	0.5	18.0	118
POPULAR MECHANICS	1037	*221	1.0	21.3	89	**63	1.4	6.1	119	**10	0.3	1.0	28	*147	1.1	14.2	92
POPULAR SCIENCE	920	*321	1.5	34.9	146	**17	0.4	1.8	36	**106	3.5	11.5	333	*197	1.5	21.4	140
PREVENTION	4071	966	4.6	23.7	99	*190	4.2	4.7	92	*101	3.3	2.5	72	675	5.0	16.6	108
PSYCHOLOGY TODAY	1940	693	3.3	35.7	150	**115	2.5	5.9	116	**101	3.3	5.2	150	476	3.5	24.5	160
READER'S DIGEST	24031	5870	27.8	24.4	102	1245	27.6	5.2	102	991	32.3	4.1	119	3634	26.8	15.1	99
REDBOOK	8464	2455	11.6	29.0	121	460	10.2	5.4	107	363	11.8	4.3	124	1632	12.0	19.3	126
ROAD & TRACK	429	*146	0.7	34.0	142	**15	0.3	3.5	69	**43	1.4	10.0	289	**88	0.6	20.5	134
ROLLING STONE	1355	412	1.9	30.4	127	**117	2.6	8.6	169	**36	1.2	2.7	77	259	1.9	19.1	125
RUNNER'S WORLD	329	**86	0.4	26.1	109	**0	0.0	0.0	0	**13	0.4	4.0	114	**73	0.5	22.2	145
SATURDAY EVENING POST	1268	350	1.7	27.6	116	**71	1.6	5.6	110	**95	3.1	7.5	216	*184	1.4	14.5	95
SCIENCE 84	702	*249	1.2	35.5	148	**53	1.2	7.5	148	**14	0.5	2.0	58	*182	1.3	25.9	169
SCIENCE DIGEST	553	*181	0.9	32.7	137	**25	0.6	4.5	89	**23	0.8	4.2	120	*134	1.0	24.2	158
SCIENTIFIC AMERICAN	615	284	1.3	46.2	193	**58	1.3	9.4	185	**49	1.6	8.0	230	*177	1.3	28.8	188
SELF	2683	1028	4.9	38.3	160	*145	3.2	5.4	106	**66	2.2	2.5	71	817	6.0	30.5	199
SEVENTEEN	3309	892	4.2	27.0	113	**116	2.6	3.5	69	**94	3.1	2.8	82	682	5.0	20.6	134
SKI	591	*216	1.0	36.5	153	**45	1.0	7.6	149	**40	1.3	6.8	195	*130	1.0	22.0	144
SMITHSONIAN	3039	1186	5.6	39.0	163	*260	5.8	8.6	168	*148	4.8	4.9	141	778	5.7	25.6	167
SOAP OPERA DIGEST	3683	694	3.3	18.8	79	*147	3.3	4.0	78	**83	2.7	2.3	65	464	3.4	12.6	82
SOUTHERN LIVING	4434	915	4.3	20.6	86	*118	2.6	2.7	52	*164	5.4	3.7	107	633	4.7	14.3	93
SPORT	701	**182	0.9	26.0	109	**6	0.1	0.9	17	**13	0.4	1.9	54	**163	1.2	23.3	152
THE SPORTING NEWS	518	**146	0.7	28.2	118	**30	0.7	5.8	114	**20	0.7	3.9	111	**96	0.7	18.5	121
SPORTS AFIELD	523	*155	0.7	29.6	124	**35	0.8	6.7	131	**13	0.4	2.5	72	**107	0.8	20.5	133
SPORTS ILLUSTRATED	3325	1121	5.3	33.7	141	**137	3.0	4.1	81	*173	5.6	5.2	150	811	6.0	24.4	159
STAR	8567	1742	8.2	20.3	85	519	11.5	6.1	119	*229	7.5	2.7	77	994	7.3	11.6	76
SUNDAY	27630	7955	37.6	28.8	121	1959	43.4	7.1	139	1124	36.7	4.1	117	4873	35.9	17.6	115
SUNSET	2219	863	4.1	38.9	163	**88	2.0	4.0	78	**124	4.0	5.6	161	651	4.8	29.3	191
TV GUIDE	24258	5924	28.0	24.4	102	1386	30.7	5.7	112	859	28.0	3.5	102	3678	27.1	15.2	99
TENNIS	609	*167	0.8	27.4	115	**45	1.0	7.4	145	**12	0.4	2.0	57	**110	0.8	18.1	118
TIME	9929	3199	15.1	32.2	135	710	15.7	7.2	140	468	15.3	4.7	136	2021	14.9	20.4	133
TOWN & COUNTRY	1062	379	1.8	35.7	149	**32	0.7	3.0	59	**93	3.0	8.8	253	255	1.9	24.0	157
TRAVEL & LEISURE	1051	571	2.7	54.3	227	**74	1.6	7.0	138	**125	4.1	11.9	343	371	2.7	35.3	230
TRUE STORY	3946	640	3.0	16.2	68	*218	4.8	5.5	108	**151	4.9	3.8	110	271	2.0	6.9	45
U.S. NEWS & WORLD REPORT	3782	1160	5.5	30.7	128	*211	4.7	5.6	109	*208	6.8	5.5	159	741	5.5	19.6	128
USA TODAY	1874	652	3.1	34.8	146	**94	2.1	5.0	98	**85	2.8	4.5	131	473	3.5	25.2	165
US	2213	749	3.5	33.8	142	*169	3.7	7.6	150	**67	2.2	3.0	87	514	3.8	23.2	152
VOGUE	4792	1643	7.8	34.3	144	402	8.9	8.4	165	*201	6.6	4.2	121	1040	7.7	21.7	142
WALL STREET JOURNAL	2045	801	3.8	39.2	164	*165	3.7	8.1	158	*100	3.3	4.9	141	536	4.0	26.2	171
WEIGHT WATCHERS	2364	649	3.1	27.5	115	*116	2.6	4.9	96	**64	2.1	2.7	78	470	3.5	19.9	130
WOMAN'S DAY	15182	4201	19.9	27.7	116	962	21.3	6.3	124	557	18.2	3.7	106	2682	19.8	17.7	115
WORKING MOTHER	1198	305	1.4	25.5	107	**45	1.0	3.8	74	**0	0.0	0.0	0	*259	1.9	21.6	141
WORKING WOMAN	1523	599	2.8	39.3	165	*160	3.5	10.5	206	**69	2.3	4.5	131	370	2.7	24.3	159
WORLD TENNIS	*183	**53	0.3	29.0	121	*7	0.2	3.8	75	**2	0.1	1.1	32	**43	0.3	23.5	153
ZIFF-DAVIS MAG NETWK (GROSS)	2776	836	4.0	30.1	126	**117	2.6	4.2	83	**100	3.3	3.6	104	619	4.6	22.3	145
BLAIR INSERTS	47909	13425	63.5	28.0	117	2894	64.2	6.0	118	1893	61.8	4.0	114	8638	63.7	18.0	118
DAILY NEWSPAPERS																	
READ ANY	56731	14897	70.5	26.3	110	3004	66.6	5.3	104	2080	67.9	3.7	106	9813	72.4	17.3	113
READ ONE	47696	11988	56.7	25.1	105	2378	52.7	5.0	98	1705	55.6	3.6	103	7905	58.3	16.6	108
READ TWO OR MORE	9034	2909	13.8	32.2	135	626	13.9	6.9	136	375	12.2	4.2	120	1908	14.1	21.1	138
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	15754	74.5	27.3	114	3229	71.6	5.6	110	2219	72.4	3.8	111	10306	76.0	17.9	116
READ ONE	50513	13224	62.6	26.2	110	2827	62.7	5.6	110	1909	62.3	3.8	109	8488	62.6	16.8	110
READ TWO OR MORE	7219	2530	12.0	35.0	147	402	8.9	5.6	109	310	10.1	4.3	124	1818	13.4	25.2	164
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.39				31.99				31.31				31.21			
30 DAY REACH	78184	19396	91.8	24.8	104	4156	92.1	5.3	104	2744	89.6	3.5	101	12497	92.2	16.0	104
50 SHWG - 30 DAY AV FREQ	14.80	16.35				17.17				16.07				16.16			
30 DAY REACH	74239	18656	88.3	25.1	105	3874	85.9	5.2	102	2687	87.7	3.6	104	12095	89.2	16.3	106
25 SHWG - 30 DAY AV FREQ	8.05	8.75				9.21				8.80				8.58			
30 DAY REACH	68254	17442	82.5	25.6	107	3626	80.4	5.3	104	2460	80.3	3.6	104	11356	83.8	16.6	109
CABLE TV: HOME WIRED	35215	9344	44.2	26.5	111	1831	40.6	5.2	102	1467	47.9	4.2	120	6046	44.6	17.2	112
HOME NOT WIRED	53250	11789	55.8	22.1	93	2680	59.4	5.0	99	1596	52.1	3.0	87	7513	55.4	14.1	92
HAVE PAY CABLE	17885	5295	25.1	29.6	124	1001	22.2	5.6	110	888	29.0	5.0	143	3406	25.1	19.0	124

	TOTAL U.S. '000	DRINK CORDIALS AND LIQUEURS				DOMESTIC				IMPORTED							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	36843	100.0	22.0	100	22994	100.0	13.7	100	18017	100.0	10.7	100				
MALES	79263	15710	42.6	19.8	90	10029	43.6	12.7	92	7915	43.9	10.0	93				
FEMALES	88464	21133	57.4	23.9	109	12966	56.4	14.7	107	10102	56.1	11.4	106				
18 - 24	28671	5790	15.7	20.2	92	4300	18.7	15.0	109	2920	16.2	10.2	95				
25 - 34	39536	10240	27.8	25.9	118	6595	28.7	16.7	122	5218	29.0	13.2	123				
35 - 44	28978	7370	20.0	25.4	116	4480	19.5	15.5	113	3765	20.9	13.0	121				
45 - 54	22345	5046	13.7	22.6	103	3039	13.2	13.6	99	2583	14.3	11.6	108				
55 - 64	22224	4799	13.0	21.6	98	2600	11.3	11.7	85	2171	12.0	9.8	91				
65 OR OLDER	25973	3599	9.8	13.9	63	1980	8.6	7.6	56	1359	7.5	5.2	49				
18 - 34	68207	16030	43.5	23.5	107	10895	47.4	16.0	117	8138	45.2	11.9	111				
18 - 49	108058	25792	70.0	23.9	109	16793	73.0	15.5	113	13111	72.8	12.1	113				
25 - 54	90859	22656	61.5	24.9	114	14114	61.4	15.5	113	11567	64.2	12.7	119				
35 - 49	39851	9762	26.5	24.5	112	5898	25.7	14.8	108	4973	27.6	12.5	116				
50 OR OLDER	59669	11051	30.0	18.5	84	6202	27.0	10.4	76	4906	27.2	8.2	77				
GRADUATED COLLEGE	28091	9612	26.1	34.2	156	5795	25.2	20.6	150	5401	30.0	19.2	179				
ATTENDED COLLEGE	28938	7999	21.7	27.6	126	5362	23.3	18.5	135	4415	24.5	15.3	142				
GRADUATED HIGH SCHOOL	65503	13321	36.2	20.3	93	8513	37.0	13.0	95	5854	32.5	8.9	83				
DID NOT GRADUATE HIGH SCHOOL	45195	5911	16.0	13.1	60	3325	14.5	7.4	54	2348	13.0	5.2	48				
EMPLOYED MALES	56429	12689	34.4	22.5	102	8124	35.3	14.4	105	6549	36.3	11.6	108				
EMPLOYED FEMALES	43971	13061	35.5	29.7	135	8229	35.8	18.7	137	6529	36.2	14.8	138				
EMPLOYED FULL-TIME	87773	22415	60.8	25.5	116	13964	60.7	15.9	116	11561	64.2	13.2	123				
EMPLOYED PART-TIME	12627	3335	9.1	26.4	120	2389	10.4	18.9	138	1517	8.4	12.0	112				
NOT EMPLOYED	67327	11093	30.1	16.5	75	6642	28.9	9.9	72	4939	27.4	7.3	68				
PROFESSIONAL/MANAGER	25845	8966	24.3	34.7	158	5289	23.0	20.5	149	5013	27.8	19.4	181				
TECH/CLERICAL/SALES	30895	8261	22.4	26.7	122	5573	24.2	18.0	132	4194	23.3	13.6	126				
PRECISION/CRAFT	12629	2553	6.9	20.2	92	1651	7.2	13.1	95	1128	6.3	8.9	83				
OTHER EMPLOYED	31031	5969	16.2	19.2	88	3841	16.7	12.4	90	2743	15.2	8.8	82				
SINGLE	35557	8553	23.2	24.1	110	5882	25.6	16.5	121	4517	25.1	12.7	118				
MARRIED	103585	22404	60.8	21.6	98	13756	59.8	13.3	97	10791	59.9	10.4	97				
DIVORCED/SEPARATED/WIDOWED	28585	5886	16.0	20.6	94	3356	14.6	11.7	86	2709	15.0	9.5	88				
PARENTS	59295	12891	35.0	21.7	99	8042	35.0	13.6	99	6359	35.3	10.7	100				
WHITE	146081	33557	91.1	23.0	105	21223	92.3	14.5	106	16519	91.7	11.3	105				
BLACK	17974	2542	6.9	14.1	64	1343	5.8	7.5	55	1087	6.0	6.0	56				
OTHER	3672	*745	2.0	20.3	92	**428	1.9	11.7	85	**411	2.3	11.2	104				
NORTHEAST-CENSUS	37005	10844	29.4	29.3	133	6920	30.1	18.7	136	5984	33.2	16.2	151				
NORTH CENTRAL	42642	9362	25.4	22.0	100	6642	28.9	15.6	114	3374	18.7	7.9	74				
SOUTH	56777	7961	21.6	14.0	64	4362	19.0	7.7	56	4040	22.4	7.1	66				
WEST	31303	8676	23.5	27.7	126	5072	22.1	16.2	118	4619	25.6	14.8	137				
NORTHEAST-MKTG.	38125	11286	30.6	29.6	135	6983	30.4	18.3	134	6378	35.4	16.7	156				
EAST CENTRAL	24794	4566	12.4	18.4	84	3319	14.4	13.4	98	1946	10.8	7.8	73				
WEST CENTRAL	28511	7073	19.2	24.8	113	4969	21.6	17.4	127	2503	13.9	8.8	82				
SOUTH	48953	6366	17.3	13.0	59	3428	14.9	7.0	51	3096	17.2	6.3	59				
PACIFIC	27344	7552	20.5	27.6	126	4296	18.7	15.7	115	4094	22.7	15.0	139				
COUNTY SIZE A	69301	18745	50.9	27.0	123	11458	49.8	16.5	121	10446	58.0	15.1	140				
COUNTY SIZE B	50633	10356	28.1	20.5	93	6380	27.7	12.6	92	4710	26.1	9.3	87				
COUNTY SIZE C	26259	4719	12.8	18.0	82	3046	13.2	11.6	85	1970	10.9	7.5	70				
COUNTY SIZE D	21534	3024	8.2	14.0	64	2109	9.2	9.8	71	891	4.9	4.1	39				
METRO CENTRAL CITY	50014	11638	31.6	23.3	106	7362	32.0	14.7	107	6109	33.9	12.2	114				
METRO SUBURBAN	76832	19166	52.0	24.9	114	11618	50.5	15.1	110	9759	54.2	12.7	118				
NON METRO	40881	6040	16.4	14.8	67	4014	17.5	9.8	72	2148	11.9	5.3	49				
TOP 5 ADI'S	39550	11739	31.9	29.7	135	7175	31.2	18.1	132	6308	35.0	15.9	148				
TOP 10 ADI'S	54877	15195	41.2	27.7	126	9040	39.3	16.5	120	8496	47.2	15.5	144				
TOP 20 ADI'S	77516	20678	56.1	26.7	121	12358	53.7	15.9	116	11249	62.4	14.5	135				
HSGLD INC. \$50,000 OR MORE	17257	6276	17.0	36.4	166	3825	16.6	22.2	162	3413	18.9	19.8	184				
\$40,000 OR MORE	33235	11054	30.0	33.3	151	6724	29.2	20.2	148	6232	34.6	18.8	175				
\$30,000 OR MORE	59693	18150	49.3	30.4	138	11264	49.0	18.9	138	9951	55.2	16.7	155				
\$25,000 OR MORE	76275	22186	60.2	29.1	132	13796	60.0	18.1	132	11975	66.5	15.7	146				
\$20,000 - \$24,999	18607	3475	9.4	18.7	85	2295	10.0	12.3	90	1574	8.7	8.5	79				
\$15,000 - \$19,999	17175	3473	9.4	20.2	92	2257	9.8	13.1	96	1655	9.2	9.6	90				
\$10,000 - \$14,999	24569	4008	10.9	16.3	74	2537	11.0	10.3	75	1443	8.0	5.9	55				
UNDER \$10,000	31101	3701	10.0	11.9	54	2109	9.2	6.8	49	1371	7.6	4.4	41				
HOUSEHOLD OF 1 PERSON	19441	4328	11.7	22.3	101	2470	10.7	12.7	93	2250	12.5	11.6	108				
2 PEOPLE	51803	11596	31.5	22.4	102	6847	29.8	13.2	96	5475	30.4	10.6	98				
3 OR 4 PEOPLE	66933	14787	40.1	22.1	101	9689	42.1	14.5	106	7117	39.5	10.6	99				
5 OR MORE PEOPLE	29550	6131	16.6	20.7	94	3988	17.3	13.5	98	3176	17.6	10.7	100				
NO CHILD IN HSHLD	96587	21694	58.9	22.5	102	13424	58.4	13.9	101	10613	58.9	11.0	102				
CHILD(REN) UNDER 2 YRS	10844	2371	6.4	21.9	100	1439	6.3	13.3	97	1079	6.0	10.0	93				
2 - 5 YEARS	26358	5354	14.5	20.3	92	3561	15.5	13.5	99	2580	14.3	9.8	91				
6 - 11 YEARS	30453	6184	16.8	20.3	92	3957	17.2	13.0	95	3054	17.0	10.0	93				
12 - 17 YEARS	36575	7882	21.4	21.6	98	4799	20.9	13.1	96	3853	21.4	10.5	98				
RESIDENCE OWNED	117770	25635	69.6	21.8	99	16166	70.3	13.7	100	12247	68.0	10.4	97				
VALUE: \$50,000 OR MORE	70166	19282	52.3	27.5	125	11872	51.6	16.9	123	9972	55.3	14.2	132				
VALUE: UNDER \$50,000	47604	6354	17.2	13.3	61	4294	18.7	9.0	66	2275	12.6	4.8	44				

		DRINK CORDIALS AND LIQUEURS					DOMESTIC					IMPORTED								
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX		
TOTAL ADULTS		167727	36843	100.0	22.0	100	22994	100.0	13.7	100	18017	100.0	10.7	100						
MAGAZINES	QUINTILE 1	34022	10060	27.3	29.6	135	6245	27.2	18.4	134	5577	31.0	16.4	153						
	QUINTILE 2	34800	9596	26.0	27.6	126	6354	27.6	18.3	133	4872	27.0	14.0	130						
	QUINTILE 3	30514	6036	16.4	19.8	90	3834	16.7	12.6	92	2656	14.7	8.7	81						
	QUINTILE 4	33324	5999	16.3	18.0	82	3618	15.7	10.9	79	2726	15.1	8.2	76						
	QUINTILE 5	35066	5152	14.0	14.7	67	2942	12.8	8.4	61	2186	12.1	6.2	58						
NEWSPAPERS	QUINTILE 1	29107	8790	23.9	30.2	137	5673	24.7	19.5	142	4762	26.4	16.4	152						
	QUINTILE 2	49095	11263	30.6	22.9	104	6924	30.1	14.1	103	5360	29.7	10.9	102						
	QUINTILE 3	23107	5401	14.7	23.4	106	3503	15.2	15.2	111	2501	13.9	10.8	101						
	QUINTILE 4	33556	6713	18.2	20.0	91	4249	18.5	12.7	92	3077	17.1	9.2	85						
	QUINTILE 5	32863	4677	12.7	14.2	65	2645	11.5	8.0	59	2317	12.9	7.1	66						
OUTDOOR	QUINTILE 1	33431	8815	23.9	26.4	120	5732	24.9	17.1	125	4600	25.5	13.8	128						
	QUINTILE 2	33478	8013	21.7	23.9	109	5052	22.0	15.1	110	3953	21.9	11.8	110						
	QUINTILE 3	33574	7352	20.0	21.9	100	4593	20.0	13.7	100	3492	19.4	10.4	97						
	QUINTILE 4	33935	6990	19.0	20.6	94	4392	19.1	12.9	94	3357	18.6	9.9	92						
	QUINTILE 5	33310	5673	15.4	17.0	78	3226	14.0	9.7	71	2615	14.5	7.9	73						
RADIO-DRIVE TIME	QUINTILE 1	33136	7881	21.4	23.8	108	5212	22.7	15.7	115	3706	20.6	11.2	104						
	QUINTILE 2	31658	7365	20.0	23.3	106	4609	20.0	14.6	106	3598	20.0	11.4	106						
	QUINTILE 3	32541	8277	22.5	25.4	116	5129	22.3	15.8	115	4375	24.3	13.4	125						
	QUINTILE 4	34247	7437	20.2	21.7	99	4454	19.4	13.0	95	3671	20.4	10.7	100						
	QUINTILE 5	36144	5883	16.0	16.3	74	3590	15.6	9.9	72	2667	14.8	7.4	69						
RADIO-MID- DAY	TERCILE 1	45037	10159	27.6	22.6	103	6662	29.0	14.8	108	4794	26.6	10.6	99						
	TERCILE 2	44819	9861	26.8	22.0	100	6325	27.5	14.1	103	4738	26.3	10.6	98						
	TERCILE 3	77872	16824	45.7	21.6	98	10007	43.5	12.9	94	8485	47.1	10.9	101						
RADIO-TOTAL	QUINTILE 1	33763	7939	21.5	23.5	107	5378	23.4	15.9	116	3664	20.3	10.9	101						
	QUINTILE 2	33240	7516	20.4	22.6	103	4755	20.7	14.3	104	3879	21.5	11.7	109						
	QUINTILE 3	33408	8255	22.4	24.7	112	4889	21.3	14.6	107	4361	24.2	13.1	122						
	QUINTILE 4	34792	7913	21.5	22.7	104	4833	21.0	13.9	101	3685	20.5	10.6	99						
	QUINTILE 5	32524	5221	14.2	16.1	73	3140	13.7	9.7	70	2427	13.5	7.5	69						
TV-PRIME TIME	QUINTILE 1	33090	6889	18.7	20.8	95	4191	18.2	12.7	92	3444	19.1	10.4	97						
	QUINTILE 2	33357	7839	21.3	23.5	107	5048	22.0	15.1	110	3665	20.3	11.0	102						
	QUINTILE 3	33980	7827	21.2	23.0	105	4611	20.1	13.6	99	3924	21.8	11.5	108						
	QUINTILE 4	33854	7660	20.8	22.6	103	4806	20.9	14.2	104	3962	22.0	11.7	109						
	QUINTILE 5	33444	6628	18.0	19.8	90	4339	18.9	13.0	95	3022	16.8	9.0	84						
TV-DAYTIME	TERCILE 1	49121	8660	23.5	17.6	80	5280	23.0	10.7	78	3884	21.6	7.9	74						
	TERCILE 2	48823	11104	30.1	22.7	104	7048	30.7	14.4	105	5232	29.0	10.7	100						
	TERCILE 3	69782	17079	46.4	24.5	111	10667	46.4	15.3	112	8901	49.4	12.8	119						
TV-TOTAL	QUINTILE 1	33584	6059	16.4	18.0	82	3650	15.9	10.9	79	2821	15.7	8.4	78						
	QUINTILE 2	33441	7280	19.8	21.8	99	4701	20.4	14.1	103	3270	18.1	9.8	91						
	QUINTILE 3	33505	7602	20.6	22.7	103	4365	19.0	13.0	95	3850	21.4	11.5	107						
	QUINTILE 4	33466	8281	22.5	24.7	113	5298	23.0	15.8	115	4448	24.7	13.3	124						
	QUINTILE 5	33731	7621	20.7	22.6	103	4980	21.7	14.8	108	3627	20.1	10.8	100						
MAGAZINES-NEWSPAPERS: DUAL		44503	13166	35.7	29.6	135	8522	37.1	19.1	140	6966	38.7	15.7	146						
MAGAZINE IMPERATIVE		39363	8894	24.1	22.6	103	5543	24.1	14.1	103	4593	25.5	11.7	109						
NEWSPAPER IMPERATIVE		46441	9307	25.3	20.0	91	5826	25.3	12.5	92	4065	22.6	8.8	81						
MAGAZINES-OUTDOOR: DUAL		33726	9777	26.5	29.0	132	6275	27.3	18.6	136	5502	30.5	16.3	152						
MAGAZINE IMPERATIVE		52846	12904	35.0	24.4	111	8157	35.5	15.4	113	6283	34.9	11.9	111						
OUTDOOR IMPERATIVE		52140	10037	27.2	19.3	88	6345	27.6	12.2	89	4440	24.6	8.5	79						
MAGAZINES-RADIO: DUAL		37081	10356	28.1	27.9	127	6839	29.7	18.4	135	5293	29.4	14.3	133						
MAGAZINE IMPERATIVE		49747	12962	35.2	26.1	119	8016	34.9	16.1	118	6736	37.4	13.5	126						
RADIO IMPERATIVE		49208	9115	24.7	18.5	84	5651	24.6	11.5	84	4226	23.5	8.6	80						
MAGAZINES-TELEVISION: DUAL		33103	8231	22.3	24.9	113	5180	22.5	15.6	114	4097	22.7	12.4	115						
MAGAZINE IMPERATIVE		54575	15355	41.7	28.1	128	9967	43.3	18.3	133	8109	45.0	14.9	138						
TELEVISION IMPERATIVE		53249	8525	23.1	16.0	73	5022	21.8	9.4	69	3592	19.9	6.7	63						
NEWSPAPERS-OUTDOOR: DUAL		36255	10121	27.5	27.9	127	6625	28.8	18.3	133	5266	29.2	14.5	135						
NEWSPAPER IMPERATIVE		55591	12794	34.7	23.0	105	7757	33.7	14.0	102	6120	34.0	11.0	102						
OUTDOOR IMPERATIVE		48319	9950	27.0	20.6	94	6304	27.4	13.0	95	4877	27.1	10.1	94						
NEWSPAPERS-RADIO: DUAL		37242	9509	25.8	25.5	116	6263	27.2	16.8	123	4881	27.1	13.1	122						
NEWSPAPER IMPERATIVE		54423	13787	37.4	25.3	115	8398	36.5	15.4	113	6819	37.8	12.5	117						
RADIO IMPERATIVE		46650	9532	25.9	20.4	93	6072	26.4	13.0	95	4526	25.1	9.7	90						
NEWSPAPERS-TELEVISION: DUAL		35974	8417	22.8	23.4	107	5459	23.7	15.2	111	3991	22.2	11.1	103						
NEWSPAPER IMPERATIVE		56095	14989	40.7	26.7	122	9368	40.7	16.7	122	7768	43.1	13.8	129						
TELEVISION IMPERATIVE		47170	8110	22.0	17.2	78	4747	20.6	10.1	73	3720	20.6	7.9	73						
OUTDOOR-RADIO: DUAL		33748	8412	22.8	24.9	113	5698	24.8	16.9	123	4265	23.7	12.6	118						
OUTDOOR IMPERATIVE		52785	12426	33.7	23.5	107	7573	32.9	14.3	105	6096	33.8	11.5	108						
RADIO IMPERATIVE		52882	11569	31.4	21.9	100	7176	31.2	13.6	99	5662	31.4	10.7	100						
OUTDOOR-TELEVISION: DUAL		32030	7429	20.2	23.2	106	4715	20.5	14.7	107	3600	20.0	11.2	105						
OUTDOOR IMPERATIVE		54626	14085	38.2	25.8	117	8951	38.9	16.4	120	7351	40.8	13.5	125						
TELEVISION IMPERATIVE		54874	10000	27.1	18.2	83	5973	26.0	10.9	79	4488	24.9	8.2	76						
RADIO-TELEVISION: DUAL		33386	7290	19.8	21.8	99	4371	19.0	13.1	96	3513	19.5	10.5	98						
RADIO IMPERATIVE		53810	13354	36.2	24.8	113	8737	38.0	16.2	118	6906	38.3	12.8	119						
TELEVISION IMPERATIVE		54023	10641	28.9	19.7	90	6511	28.3	12.1	88	4765	26.4	8.8	82						

	TOTAL U.S. '000	DRINK CORDIALS AND LIQUEURS				DOMESTIC				IMPORTED				A	B % DOWN	C ACROSS %	D INDX
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX				
TOTAL ADULTS	167727	36843	100.0	22.0	100	22994	100.0	13.7	100	18017	100.0	10.7	100				
ATLANTIC MONTHLY	867	263	0.7	30.3	138	*165	0.7	19.0	139	*172	1.0	19.8	185				
BARRON'S	1580	726	2.0	45.9	209	434	1.9	27.5	200	472	2.6	29.9	278				
BETTER HOMES & GARDENS	22203	5920	16.1	26.7	121	3616	15.7	16.3	119	2930	16.3	13.2	123				
BON APPETIT	3810	1535	4.2	40.3	183	962	4.2	25.2	184	977	5.4	25.6	239				
BUSINESS WEEK	4663	1556	4.2	33.4	152	902	3.9	19.3	141	880	4.9	18.9	176				
CAR AND DRIVER	3102	840	2.3	27.1	123	533	2.3	17.2	125	461	2.6	14.9	138				
CBS MAGAZINE NETWORK (GROSS)	7311	2036	5.5	27.8	127	1430	6.2	19.6	143	879	4.9	12.0	112				
CHANGING TIMES	3400	1010	2.7	29.7	135	584	2.5	17.2	125	492	2.7	14.5	135				
COLONIAL HOMES	1796	582	1.6	32.4	148	382	1.7	21.3	155	297	1.6	16.5	154				
CONDE NAST MAG. PKG. (GROSS)	19924	6800	18.5	34.1	155	4469	19.4	22.4	164	3844	21.3	19.3	180				
CONSUMERS DIGEST	3125	895	2.4	28.6	130	622	2.7	19.9	145	336	1.9	10.8	100				
COSMOPOLITAN	10577	3503	9.5	33.1	151	2348	10.2	22.2	162	1858	10.3	17.6	164				
COUNTRY LIVING	3746	1231	3.3	32.9	150	778	3.4	20.8	151	556	3.1	14.8	138				
CUISINE	2214	867	2.4	39.2	178	499	2.2	22.5	164	560	3.1	25.3	235				
CYCLE WORLD	2394	496	1.3	20.7	94	338	1.5	14.1	103	*111	0.6	4.6	43				
DCI:CREATIVE IDEAS FOR LIV	3068	811	2.2	26.4	120	620	2.7	20.2	147	332	1.8	10.8	101				
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	2118	5.7	22.2	101	1333	5.8	13.9	102	1012	5.6	10.6	99				
DISCOVER	2277	671	1.8	29.5	134	466	2.0	20.5	149	331	1.8	14.5	135				
EBONY	7187	1128	3.1	15.7	71	642	2.8	8.9	65	470	2.6	6.5	61				
ESQUIRE	2560	681	1.8	26.6	121	475	2.1	18.6	135	340	1.9	13.3	124				
ESSENCE	3242	557	1.5	17.2	78	312	1.4	9.6	70	252	1.4	7.8	72				
FAMILY CIRCLE	19639	5325	14.5	27.1	123	3310	14.4	16.9	123	2636	14.6	13.4	125				
THE FAMILY HANDYMAN	3540	942	2.6	26.6	121	691	3.0	19.5	142	391	2.2	11.0	103				
FAMILY WEEKLY	23924	4895	13.3	20.5	93	3039	13.2	12.7	93	2312	12.8	9.7	90				
FIELD & STREAM	9883	1832	5.0	18.5	84	1376	6.0	13.9	102	899	5.0	9.1	85				
FOOD & WINE	1030	387	1.1	37.6	171	*225	1.0	21.8	159	245	1.4	23.8	221				
FORBES	2679	1178	3.2	44.0	200	613	2.7	22.9	167	657	3.6	24.5	228				
FORTUNE	2931	1264	3.4	43.1	196	690	3.0	23.5	172	780	4.3	26.6	248				
GENTLEMEN'S QUARTERLY	3481	1197	3.2	34.4	157	799	3.5	23.0	167	723	4.0	20.8	193				
GLAMOUR	7163	2503	6.8	34.9	159	1679	7.3	23.4	171	1410	7.8	19.7	183				
GOLF DIGEST	2355	791	2.1	33.6	153	527	2.3	22.4	163	404	2.2	17.2	160				
GOLF DIGEST/TENNIS (GROSS)	3610	1172	3.2	32.5	148	718	3.1	19.9	145	592	3.3	16.4	153				
GOLF MAGAZINE	2046	641	1.7	31.3	143	493	2.1	24.1	176	351	1.9	17.2	160				
GOLF MAGAZINE/SKI (GROSS)	3547	1213	3.3	34.2	156	848	3.7	23.9	174	628	3.5	17.7	165				
GOOD HOUSEKEEPING	20353	5423	14.7	26.6	121	3427	14.9	16.8	123	2614	14.5	12.8	120				
HARPER'S BAZAAR	3362	1012	2.7	30.1	137	667	2.9	19.8	145	634	3.5	18.9	176				
HEALTH	2987	761	2.1	25.5	116	461	2.0	15.4	113	*294	1.6	9.8	92				
HEARST MAG CORP. BUY (GROSS)	67928	19702	53.5	29.0	132	12860	55.9	18.9	138	9645	53.5	14.2	132				
HEARST MAN POWER (GROSS)	11282	2803	7.6	24.8	113	2074	9.0	18.4	134	1127	6.3	10.0	93				
HEARST WOMAN POWER (GROSS)	40514	11625	31.6	28.7	131	7541	32.8	18.6	136	5747	31.9	14.2	132				
HOUSE BEAUTIFUL	4885	1628	4.4	33.3	152	965	4.2	19.8	144	814	4.5	16.7	155				
INC.	1308	589	1.6	45.0	205	376	1.6	28.7	210	299	1.7	22.9	213				
JET	6498	1000	2.7	15.4	70	625	2.7	9.6	70	460	2.6	7.1	66				
LADIES' HOME JOURNAL	14797	4030	10.9	27.2	124	2614	11.4	17.7	129	1974	11.0	13.3	124				
LHJ FAMILY GRP COMBO(GROSS)	21743	6041	16.4	27.8	126	3994	17.4	18.4	134	2867	15.9	13.2	123				
LIFE	9881	2775	7.5	28.1	128	1893	8.2	19.2	140	1592	8.8	16.1	150				
L.A. TIMES HOME MAGAZINE	2775	1072	2.9	38.6	176	604	2.6	21.8	159	796	4.4	28.7	267				
MADEMOISELLE	4219	1362	3.7	32.3	147	899	3.9	21.3	155	830	4.6	19.7	183				
MC CALL'S	16422	4740	12.9	28.9	131	3107	13.5	18.9	138	2244	12.5	13.7	127				
MC CALL'S/WRK MOTHER (GROSS)	17919	5191	14.1	29.0	132	3458	15.0	19.3	141	2339	13.0	13.1	122				
MECHANIX ILLUSTRATED	4433	998	2.7	22.5	102	699	3.0	15.8	115	356	2.0	8.0	75				
METROPOLITAN HOME	1504	460	1.2	30.6	139	267	1.2	17.8	129	225	1.2	15.0	139				
MONEY	4723	1709	4.6	36.2	165	1030	4.5	21.8	159	924	5.1	19.6	182				
MOTHER EARTH NEWS	2325	693	1.9	29.8	136	449	2.0	19.3	141	344	1.9	14.8	138				
MS.	1189	532	1.4	44.7	204	339	1.5	28.5	208	248	1.4	20.9	194				
NATIONAL ENQUIRER	18892	3595	9.8	19.0	87	2550	11.1	13.5	98	1534	8.5	8.1	76				
NATIONAL GEOGRAPHIC	22129	6595	17.9	29.8	136	3904	17.0	17.6	129	3543	19.7	16.0	149				
NATIONAL SUNDAY MAGAZINE PKG	103750	25624	69.5	24.7	112	16230	70.6	15.6	114	12719	70.6	12.3	114				
NATURAL HISTORY	1379	551	1.5	40.0	182	344	1.5	24.9	182	266	1.5	19.3	180				
NEW WOMAN	2289	701	1.9	30.6	139	403	1.8	17.6	128	419	2.3	18.3	170				
NEW YORK INCLUDING CUE	1088	441	1.2	40.5	185	230	1.0	21.1	154	270	1.5	24.8	231				
THE NEW YORKER	2459	1085	2.9	44.1	201	634	2.8	25.8	188	674	3.7	27.4	255				
NEWSWEEK	16527	4914	13.3	29.7	135	2948	12.8	17.8	130	2777	15.4	16.8	156				
THE N.Y. TIMES DAILY EDITION	2739	1301	3.5	47.5	216	722	3.1	26.4	192	897	5.0	32.7	305				
THE N.Y. TIMES MAGAZINE	4443	1927	5.2	43.4	197	1129	4.9	25.4	185	1185	6.6	26.7	248				
OMNI	2799	854	2.3	30.5	139	511	2.2	18.3	133	522	2.9	18.6	174				
ON CABLE	2209	614	1.7	27.8	127	430	1.9	19.5	142	333	1.8	15.1	140				
1001 HOME IDEAS	3959	1250	3.4	31.6	144	919	4.0	23.2	169	599	3.3	15.1	141				
ORGANIC GARDENING	3111	767	2.1	24.7	112	512	2.2	16.5	120	385	2.1	12.4	115				
OUTDOOR LIFE	5024	1066	2.9	21.2	97	864	3.8	17.2	125	449	2.5	8.9	83				
PARADE MAGAZINE	51292	12935	35.1	25.2	115	8295	36.1	16.2	118	6421	35.6	12.5	117				

	TOTAL U.S. '000	DRINK CORDIALS AND LIQUEURS				DOMESTIC				IMPORTED				A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX				
TOTAL ADULTS	167727	36843	100.0	22.0	100	22994	100.0	13.7	100	18017	100.0	10.7	100				
PARENTS	5298	1432	3.9	27.0	123	956	4.2	18.0	132	629	3.5	11.9	111				
PENTHOUSE	5129	1453	3.9	28.3	129	944	4.1	18.4	134	723	4.0	14.1	131				
PEOPLE	21070	6221	16.9	29.5	134	4095	17.8	19.4	142	3163	17.6	15.0	140				
PLAYBOY	10562	3059	8.3	29.0	132	1945	8.5	18.4	134	1492	8.3	14.1	132				
POPULAR HOT RODDING	2498	546	1.5	21.9	100	368	1.6	14.7	107	*198	1.1	7.9	74				
POPULAR MECHANICS	5887	1413	3.8	24.0	109	995	4.3	16.9	123	621	3.4	10.5	98				
POPULAR SCIENCE	4317	1340	3.6	31.0	141	860	3.7	19.9	145	648	3.6	15.0	140				
PREVENTION	5792	1392	3.8	24.0	109	752	3.3	13.0	95	750	4.2	12.9	121				
PSYCHOLOGY TODAY	3284	1031	2.8	31.4	143	644	2.8	19.6	143	723	4.0	22.0	205				
READER'S DIGEST	40046	9464	25.7	23.6	108	5922	25.8	14.8	108	4478	24.9	11.2	104				
REDBOOK	9584	2699	7.3	28.2	128	1767	7.7	18.4	134	1275	7.1	13.3	124				
ROAD & TRACK	2590	778	2.1	30.0	137	548	2.4	21.2	154	444	2.5	17.1	160				
ROLLING STONE	3302	972	2.6	29.4	134	656	2.9	19.9	145	461	2.6	14.0	130				
RUNNER'S WORLD	1229	361	1.0	29.4	134	*274	1.2	22.3	163	*143	0.8	11.6	108				
SATURDAY EVENING POST	2110	542	1.5	25.7	117	352	1.5	16.7	122	263	1.5	12.5	116				
SCIENCE 84	1543	575	1.6	37.3	170	413	1.8	26.8	195	257	1.4	16.7	155				
SCIENCE DIGEST	1747	526	1.4	30.1	137	407	1.8	23.3	170	*186	1.0	10.6	99				
SCIENTIFIC AMERICAN	1994	762	2.1	38.2	174	442	1.9	22.2	162	452	2.5	22.7	211				
SELF	3119	1137	3.1	36.5	166	786	3.4	25.2	184	567	3.1	18.2	169				
SEVENTEEN	3923	1028	2.8	26.2	119	722	3.1	18.4	134	599	3.3	15.3	142				
SKI	1501	571	1.5	38.0	173	355	1.5	23.7	173	278	1.5	18.5	172				
SMITHSONIAN	5976	2124	5.8	35.5	162	1183	5.1	19.8	144	1388	7.7	23.2	216				
SOAP OPERA DIGEST	4228	842	2.3	19.9	91	562	2.4	13.3	97	340	1.9	8.0	75				
SOUTHERN LIVING	6488	1307	3.5	20.1	92	713	3.1	11.0	80	680	3.8	10.5	98				
SPORT	3500	870	2.4	24.9	113	651	2.8	18.6	136	421	2.3	12.0	112				
THE SPORTING NEWS	2456	635	1.7	25.9	118	492	2.1	20.0	146	331	1.8	13.5	125				
SPORTS AFIELD	3648	864	2.3	23.7	108	672	2.9	18.4	134	320	1.8	8.8	82				
SPORTS ILLUSTRATED	14484	3537	9.6	24.4	111	2281	9.9	15.7	115	1879	10.4	13.0	121				
STAR	12661	2469	6.7	19.5	89	1627	7.1	12.9	94	1023	5.7	8.1	75				
SUNDAY	52799	14110	38.3	26.7	122	8936	38.9	16.9	123	7230	40.1	13.7	127				
SUNSET	3513	1461	4.0	41.6	189	800	3.5	22.8	166	702	3.9	20.0	186				
TV GUIDE	42766	9453	25.7	22.1	101	6258	27.2	14.6	107	4519	25.1	10.6	98				
TENNIS	1254	381	1.0	30.4	138	*192	0.8	15.3	112	*188	1.0	15.0	140				
TIME	22054	6556	17.8	29.7	135	4252	18.5	19.3	141	3691	20.5	16.7	156				
TOWN & COUNTRY	1555	593	1.6	38.1	174	329	1.4	21.2	154	344	1.9	22.1	206				
TRAVEL & LEISURE	2173	1028	2.8	47.3	215	578	2.5	26.6	194	509	2.8	23.4	218				
TRUE STORY	4636	769	2.1	16.6	76	516	2.2	11.1	81	212	1.2	4.6	43				
U.S. NEWS & WORLD REPORT	10353	2903	7.9	28.0	128	1911	8.3	18.5	135	1503	8.3	14.5	135				
USA TODAY	4994	1594	4.3	31.9	145	1035	4.5	20.7	151	864	4.8	17.3	161				
US	3528	1144	3.1	32.4	148	843	3.7	23.9	174	465	2.6	13.2	123				
VOGUE	5424	1798	4.9	33.1	151	1105	4.8	20.4	149	1036	5.8	19.1	178				
HALL STREET JOURNAL	6292	2253	6.1	35.8	163	1420	6.2	22.6	165	1285	7.1	20.4	190				
WEIGHT WATCHERS	2762	727	2.0	26.3	120	520	2.3	13.8	137	362	2.0	13.1	122				
WOMAN'S DAY	16320	4489	12.2	27.5	125	2876	12.5	17.6	129	2222	12.3	13.6	127				
WORKING MOTHER	1496	451	1.2	30.1	137	351	1.5	23.5	171	**95	0.5	6.4	59				
WORKING WOMAN	1851	710	1.9	38.4	175	354	1.5	19.1	140	335	1.9	18.1	168				
WORLD TENNIS	580	*225	0.6	38.8	177	**147	0.6	25.3	185	**96	0.5	16.6	154				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3570	9.7	28.8	131	2332	10.1	18.8	137	1745	9.7	14.1	131				
BLAIR INSERTS	91671	23715	64.4	25.9	118	15091	65.6	16.5	120	11949	66.3	13.0	121				
DAILY NEWSPAPERS																	
READ ANY	109190	26081	70.8	23.9	109	16568	72.1	15.2	111	12763	70.8	11.7	109				
READ ONE	89587	20364	55.3	22.7	103	12929	56.2	14.4	105	9594	53.2	10.7	100				
READ TWO OR MORE	19602	5717	15.5	29.2	133	3639	15.8	18.6	135	3168	17.6	16.2	150				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	27286	74.1	24.9	113	17219	74.9	15.7	115	13565	75.3	12.4	115				
READ ONE	95074	22509	61.1	23.7	108	14182	61.7	14.9	109	10926	60.6	11.5	107				
READ TWO OR MORE	14588	4777	13.0	32.7	149	3037	13.2	20.8	152	2639	14.6	18.1	168				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.42				32.55				31.90							
30 DAY REACH	149706	33775	91.7	22.6	103	21124	91.9	14.1	103	16755	93.0	11.2	104				
50 SHWG - 30 DAY AV FREQ	15.16	16.38				16.90				16.59							
30 DAY REACH	142406	32437	88.0	22.8	104	20391	88.7	14.3	104	16146	89.6	11.3	106				
25 SHWG - 30 DAY AV FREQ	8.23	8.75				8.93				8.94							
30 DAY REACH	131152	30334	82.3	23.1	105	19284	83.9	14.7	107	14945	82.9	11.4	106				
CABLE TV: HOME WIRED	66879	16342	44.4	24.4	111	10726	46.6	16.0	117	7586	42.1	11.3	106				
HOME NOT WIRED	100848	20501	55.6	20.3	93	12268	53.4	12.2	89	10431	57.9	10.3	96				
HAVE PAY CABLE	35024	9445	25.6	27.0	123	6258	27.2	17.9	130	4891	27.1	14.0	130				

	TOTAL U.S. '000	DRINK CORDIALS AND LIQUEURS				ANISETTE				APRICOT				BLACKBERRY			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	36843	100.0	22.0	100	4929	100.0	2.9	100	4372	100.0	2.6	100	5121	100.0	3.1	100
MALES	79263	15710	42.6	19.8	90	2343	47.5	3.0	101	1829	41.8	2.3	89	2085	40.7	2.6	86
FEMALES	88464	21133	57.4	23.9	109	2587	52.5	2.9	100	2543	58.2	2.9	110	3036	59.3	3.4	112
18 - 24	28671	5790	15.7	20.2	92	*592	12.0	2.1	70	*572	13.1	2.0	77	877	17.1	3.1	100
25 - 34	39536	10240	27.8	25.9	118	1486	30.1	3.8	128	1021	23.4	2.6	99	1171	22.9	3.0	97
35 - 44	28978	7370	20.0	25.4	116	854	17.3	2.9	100	701	16.0	2.4	93	915	17.9	3.2	103
45 - 54	22345	5046	13.7	22.6	103	796	16.1	3.6	121	791	18.1	3.5	136	839	16.4	3.8	123
55 - 64	22224	4799	13.0	21.6	98	741	15.0	3.3	113	623	14.2	2.8	108	608	11.9	2.7	90
65 OR OLDER	25973	3599	9.8	13.9	63	460	9.3	1.8	60	664	15.2	2.6	98	712	13.9	2.7	90
18 - 34	68207	16030	43.5	23.5	107	2078	42.2	3.0	104	1593	36.4	2.3	90	2048	40.0	3.0	98
18 - 49	108058	25792	70.0	23.9	109	3306	67.1	3.1	104	2739	62.6	2.5	97	3416	66.7	3.2	104
25 - 54	90859	22656	61.5	24.9	114	3136	63.6	3.5	117	2513	57.5	2.8	106	2924	57.1	3.2	105
35 - 49	39851	9762	26.5	24.5	112	1227	24.9	3.1	105	1146	26.2	2.9	110	1368	26.7	3.4	112
50 OR OLDER	59669	11051	30.0	18.5	84	1624	32.9	2.7	93	1633	37.4	2.7	105	1706	33.3	2.9	94
GRADUATED COLLEGE	28091	9612	26.1	34.2	156	1426	28.9	5.1	173	977	22.3	3.5	133	983	19.2	3.5	115
ATTENDED COLLEGE	28938	7999	21.7	27.6	126	929	18.8	3.2	109	916	21.0	3.2	121	980	19.1	3.4	111
GRADUATED HIGH SCHOOL	65503	13321	36.2	20.3	93	1783	36.2	2.7	93	1650	37.7	2.5	97	1897	37.0	2.9	95
DID NOT GRADUATE HIGH SCHOOL	45195	5911	16.0	13.1	60	791	16.0	1.8	60	829	19.0	1.8	70	1262	24.6	2.8	91
EMPLOYED MALES	56429	12689	34.4	22.5	102	1946	39.5	3.4	117	1331	30.4	2.4	90	1593	31.1	2.8	92
EMPLOYED FEMALES	43971	13061	35.5	29.7	135	1746	35.4	4.0	135	1488	34.0	3.4	130	1754	34.3	4.0	131
EMPLOYED FULL-TIME	87773	22415	60.8	25.5	116	3175	64.4	3.6	123	2298	52.6	2.6	100	2860	55.8	3.3	107
EMPLOYED PART-TIME	12627	3335	9.1	26.4	120	*516	10.5	4.1	139	*521	11.9	4.1	158	*487	9.5	3.9	126
NOT EMPLOYED	67327	11093	30.1	16.5	75	1238	25.1	1.8	63	1553	35.5	2.3	88	1774	34.6	2.6	86
PROFESSIONAL/MANAGER	25845	8966	24.3	34.7	158	1345	27.3	5.2	177	1042	23.8	4.0	155	858	16.8	3.3	109
TECH/CLERICAL/SALES	30895	8261	22.4	26.7	122	1089	22.1	3.5	120	656	15.0	2.1	81	1050	20.5	3.4	111
PRECISION/CRAFT	12629	2553	6.9	20.2	92	*290	5.9	2.3	78	*300	6.9	2.4	91	*429	8.4	3.4	111
OTHER EMPLOYED	31031	5969	16.2	19.2	88	968	19.6	3.1	106	822	18.8	2.6	102	1011	19.7	3.3	107
SINGLE	35557	8553	23.2	24.1	110	1121	22.7	3.2	107	928	21.2	2.6	100	1224	23.9	3.4	113
MARRIED	103585	22404	60.8	21.6	98	3003	60.9	2.9	99	2635	60.3	2.5	98	2883	56.3	2.8	91
DIVORCED/SEPARATED/WIDOWED	28585	5886	16.0	20.6	94	805	16.3	2.8	96	810	18.5	2.8	109	1015	19.8	3.6	116
PARENTS	59295	12891	35.0	21.7	99	1681	34.1	2.8	96	1321	30.2	2.2	85	1491	29.1	2.5	82
WHITE	146081	33557	91.1	23.0	105	4642	94.2	3.2	108	4132	94.5	2.8	109	4577	89.4	3.1	103
BLACK	17974	2542	6.9	14.1	64	*222	4.5	1.2	42	*161	3.7	0.9	34	*454	8.9	2.5	83
OTHER	3672	*745	2.0	20.3	92	*665	1.3	1.8	60	*679	1.8	2.2	83	*691	1.8	2.5	81
NORTHEAST-CENSUS	37005	10844	29.4	29.3	133	2683	54.4	7.3	247	1931	44.2	5.2	200	2156	42.1	5.8	191
NORTH CENTRAL	42642	9362	25.4	22.0	100	614	12.5	1.4	49	883	20.2	2.1	79	1311	25.6	3.1	101
SOUTH	56777	7961	21.6	14.0	64	802	16.3	1.4	48	595	13.6	1.0	40	882	17.2	1.6	51
WEST	31303	8676	23.5	27.7	126	830	16.8	2.7	90	963	22.0	3.1	118	772	15.1	2.5	81
NORTHEAST-MKTG.	38125	11286	30.6	29.6	135	2688	54.5	7.1	240	1857	42.5	4.9	187	2245	43.8	5.9	193
EAST CENTRAL	24794	4566	12.4	18.4	84	*360	7.3	1.5	49	560	12.8	2.3	87	472	9.2	1.9	62
WEST CENTRAL	28511	7073	19.2	24.8	113	524	10.6	1.8	63	625	14.3	2.2	84	1031	20.1	3.6	118
SOUTH	48953	6366	17.3	13.0	59	*623	12.6	1.3	43	*461	10.5	0.9	36	678	13.2	1.4	45
PACIFIC	27344	7552	20.5	27.6	126	735	14.9	2.7	91	869	19.9	3.2	122	*695	13.6	2.5	83
COUNTY SIZE A	69301	18745	50.9	27.0	123	3039	61.7	4.4	149	2320	53.1	3.3	128	2573	50.2	3.7	122
COUNTY SIZE B	50633	10356	28.1	20.5	93	1289	26.2	2.5	87	1277	29.2	2.5	97	1540	30.1	3.0	100
COUNTY SIZE C	26259	4719	12.8	18.0	82	*474	9.6	1.8	61	*515	11.8	2.0	75	598	11.7	2.3	75
COUNTY SIZE D	21534	3024	8.2	14.0	64	*127	2.6	0.6	20	*260	5.9	1.2	46	*410	8.0	1.9	62
METRO CENTRAL CITY	50014	11638	31.6	23.3	106	1508	30.6	3.0	103	1434	32.8	2.9	110	1609	31.4	3.2	105
METRO SUBURBAN	76832	19166	52.0	24.9	114	2969	60.2	3.9	131	2483	56.8	3.2	124	2763	54.0	3.6	118
NON METRO	40881	6040	16.4	14.8	67	*452	9.2	1.1	38	*455	10.4	1.1	43	749	14.6	1.8	60
TOP 5 ADI'S	39550	11739	31.9	29.7	135	2309	46.8	5.8	199	1765	40.4	4.5	171	2010	39.3	5.1	166
TOP 10 ADI'S	54877	15195	41.2	27.7	126	2777	56.3	5.1	172	2103	48.1	3.8	147	2408	47.0	4.4	144
TOP 20 ADI'S	77516	20678	56.1	26.7	121	3438	69.8	4.4	151	2723	62.3	3.5	135	3049	59.5	3.9	129
HSHLD INC. \$50,000 OR MORE	17257	6276	17.0	36.4	166	1003	20.3	5.8	198	678	15.5	3.9	151	682	13.3	4.0	129
\$40,000 OR MORE	33235	11054	30.0	33.3	151	1734	35.2	5.2	178	1137	26.0	3.4	131	1414	27.6	4.3	139
\$30,000 OR MORE	59693	18150	49.3	30.4	138	2789	56.6	4.7	159	1846	42.2	3.1	119	2179	42.6	3.7	120
\$25,000 OR MORE	76275	22186	60.2	29.1	132	3273	66.4	4.3	146	2280	52.2	3.0	115	2768	54.1	3.6	119
\$20,000 - \$24,999	18607	3475	9.4	18.7	85	541	11.0	2.9	99	*539	12.3	2.9	111	*519	10.1	2.8	91
\$15,000 - \$19,999	17175	3473	9.4	20.2	92	*367	7.4	2.1	73	*511	11.7	3.0	114	*497	9.7	2.9	95
\$10,000 - \$14,999	24569	4008	10.9	16.3	74	455	9.2	1.9	63	537	12.3	2.2	84	623	12.2	2.5	83
UNDER \$10,000	31101	3701	10.0	11.9	54	*292	5.9	0.9	32	505	11.6	1.6	62	715	14.0	2.3	75
HOUSEHOLD OF 1 PERSON	19441	4328	11.7	22.3	101	532	10.8	2.7	93	570	13.0	2.9	112	552	10.8	2.8	93
2 PEOPLE	51803	11596	31.5	22.4	102	1479	30.0	2.9	97	1400	32.0	2.7	104	1563	30.5	3.0	99
3 OR 4 PEOPLE	66933	14787	40.1	22.1	101	2019	41.0	3.0	103	1779	40.7	2.7	102	2287	44.7	3.4	112
5 OR MORE PEOPLE	29550	6131	16.6	20.7	94	899	18.2	3.0	104	*623	14.2	2.1	81	*719	14.0	2.4	80
NO CHILD IN HSHLD	96587	21694	58.9	22.5	102	2957	60.0	3.1	104	2814	64.4	2.9	112	3243	63.3	3.4	110
CHILD(REN) UNDER 2 YRS	10844	2371	6.4	21.9	100	*271	5.5	2.5	85	*144	3.3	1.3	51	*172	3.4	1.6	52
2 - 5 YEARS	26358	5354	14.5	20.3	92	735	14.9	2.8	95	*383	8.8	1.5	56	606	11.8	2.3	75
6 - 11 YEARS	30453	6184	16.8	20.3	92	681	13.8	2.2	76	701	16.0	2.3	88	760	14.8	2.5	82
12 - 17 YEARS	36575	7882	21.4	21.6	98	1124	22.8	3.1	105	849	19.4	2.3	89	1008	19.7	2.8	90
RESIDENCE OWNED	117770	25635	69.6	21.8	99	3713	75.3	3.2	107	3072	70.3	2.6	100	3623	70.7	3.1	101
VALUE: \$50,000 OR MORE	70166	19282	52.3	27.5	125	2840	57.6	4.0	138	2443	55.9	3.5	134	2611	51.0	3.7	122
VALUE: UNDER \$50,000	47604	6354	17.2	13.3	61	873	17.7	1.8	62	629	14.4	1.3	51	1012	19.8	2.1	70

		DRINK CORDIALS AND LIQUEURS				ANISETTE				APRICOT				BLACKBERRY				
		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	36843	100.0	22.0	100	8929	100.0	2.9	100	4372	100.0	2.6	100	5121	100.0	3.1	100
MAGAZINES	QUINTILE 1	34022	10060	27.3	29.6	135	1360	27.6	4.0	136	1406	32.2	4.1	159	1216	23.7	3.6	117
	QUINTILE 2	34800	9596	26.0	27.6	126	1237	25.1	3.6	121	1070	24.5	3.1	118	1377	26.9	4.0	130
	QUINTILE 3	30514	6036	16.4	19.8	90	981	19.9	3.2	109	667	15.3	2.2	84	870	17.0	2.9	93
	QUINTILE 4	33324	5999	16.3	18.0	82	713	14.5	2.1	73	565	12.9	1.7	65	896	17.5	2.7	88
	QUINTILE 5	35066	5152	14.0	14.7	67	638	12.9	1.8	62	665	15.2	1.9	73	762	14.9	2.2	71
NEWSPAPERS	QUINTILE 1	29107	8790	23.9	30.2	137	1526	31.0	5.2	178	1178	26.9	4.0	155	1122	21.9	3.9	126
	QUINTILE 2	49095	11263	30.6	22.9	104	1466	29.7	3.0	102	1247	28.5	2.5	97	1445	28.2	2.9	96
	QUINTILE 3	23107	5401	14.7	23.4	106	*456	9.3	2.0	67	787	18.0	3.4	131	890	17.4	3.9	126
	QUINTILE 4	33556	6713	18.2	20.0	91	902	18.3	2.7	91	617	14.1	1.8	71	1011	19.7	3.0	99
	QUINTILE 5	32863	4677	12.7	14.2	65	580	11.8	1.8	60	543	12.4	1.7	63	654	12.8	2.0	65
OUTDOOR	QUINTILE 1	33431	8815	23.9	26.4	120	1284	26.0	3.8	131	1156	26.4	3.5	133	1412	27.6	4.2	138
	QUINTILE 2	33478	8013	21.7	23.9	109	1121	22.7	3.3	114	797	18.2	2.4	91	1106	21.6	3.3	108
	QUINTILE 3	33574	7352	20.0	21.9	100	849	17.2	2.5	86	855	19.6	2.5	98	1012	19.8	3.0	99
	QUINTILE 4	33935	6990	19.0	20.6	94	849	17.2	2.5	85	881	20.2	2.6	100	821	16.0	2.4	79
	QUINTILE 5	33310	5673	15.4	17.0	78	826	16.8	2.5	84	682	15.6	2.0	79	770	15.0	2.3	76
RADIO-DRIVE TIME	QUINTILE 1	33136	7881	21.4	23.8	108	1157	23.5	3.5	119	781	17.9	2.4	90	989	19.3	3.0	98
	QUINTILE 2	31658	7365	20.0	23.3	106	1071	21.7	3.4	115	722	16.5	2.3	87	809	15.8	2.6	84
	QUINTILE 3	32541	8277	22.5	25.4	116	1152	23.4	3.5	120	1265	28.9	3.9	149	1269	24.8	3.9	128
	QUINTILE 4	34247	7437	20.2	21.7	99	865	17.5	2.5	86	886	20.3	2.6	99	1158	22.6	3.4	111
	QUINTILE 5	36144	5883	16.0	16.3	74	684	13.9	1.9	64	719	16.4	2.0	76	896	17.5	2.5	81
RADIO-MID- DAY	TERCILE 1	45037	10159	27.6	22.6	103	1478	30.0	3.3	112	1091	25.0	2.4	93	1237	24.2	2.7	90
	TERCILE 2	44819	9861	26.8	22.0	100	1275	25.9	2.8	97	1352	30.9	3.0	116	1439	28.1	3.2	105
	TERCILE 3	77872	16824	45.7	21.6	98	2176	44.1	2.8	95	1929	44.1	2.5	95	2446	47.8	3.1	103
RADIO-TOTAL	QUINTILE 1	33763	7939	21.5	23.5	107	1105	22.4	3.3	111	843	19.3	2.5	96	999	19.5	3.0	97
	QUINTILE 2	33240	7516	20.4	22.6	103	1049	21.3	3.2	107	846	19.4	2.5	98	901	17.6	2.7	89
	QUINTILE 3	33408	8255	22.4	24.7	112	1032	20.9	3.1	105	992	22.7	3.0	114	1232	24.1	3.7	121
	QUINTILE 4	34792	7913	21.5	22.7	104	1210	24.5	3.5	118	1074	24.6	3.1	118	1267	24.7	3.6	119
	QUINTILE 5	32524	5221	14.2	16.1	73	533	10.8	1.6	56	618	14.1	1.9	73	722	14.1	2.2	73
TV-PRIME TIME	QUINTILE 1	33090	6889	18.7	20.8	95	1086	22.0	3.3	112	1037	23.7	3.1	120	1194	23.3	3.6	118
	QUINTILE 2	33357	7839	21.3	23.5	107	970	19.7	2.9	99	961	22.0	2.9	111	1127	22.0	3.4	111
	QUINTILE 3	33980	7827	21.2	23.0	105	1048	21.3	3.1	105	851	19.5	2.5	96	960	18.7	2.8	93
	QUINTILE 4	33854	7660	20.8	22.6	103	1193	24.2	3.5	120	845	19.3	2.5	96	1050	20.5	3.1	102
	QUINTILE 5	33444	6628	18.0	19.8	90	632	12.8	1.9	64	679	15.5	2.0	78	791	15.4	2.4	77
TV-DAYTIME	TERCILE 1	49121	8660	23.5	17.6	80	1048	21.3	2.1	73	1122	25.7	2.3	88	1328	25.9	2.7	89
	TERCILE 2	48823	11104	30.1	22.7	104	1401	28.4	2.9	98	1442	33.0	3.0	113	1542	30.1	3.2	103
	TERCILE 3	69782	17079	46.4	24.5	111	2480	50.3	3.6	121	1808	41.4	2.6	99	2252	44.0	3.2	106
TV-TOTAL	QUINTILE 1	33584	6059	16.4	18.0	82	845	17.1	2.5	86	924	21.1	2.8	106	1028	20.1	3.1	100
	QUINTILE 2	33441	7280	19.8	21.8	99	834	16.9	2.5	85	985	22.5	2.9	113	1026	20.0	3.1	100
	QUINTILE 3	33505	7602	20.6	22.7	103	1192	24.2	3.6	121	952	21.8	2.8	109	1158	22.6	3.5	113
	QUINTILE 4	33466	8281	22.5	24.7	113	1182	24.0	3.5	120	768	17.6	2.3	88	964	18.8	2.9	94
	QUINTILE 5	33731	7621	20.7	22.6	103	876	17.8	2.6	88	744	17.0	2.2	85	945	18.5	2.8	92
MAGAZINES-NEWSPAPERS: DUAL		44503	13166	35.7	29.6	135	2036	41.3	4.6	156	1742	39.8	3.9	150	1674	32.7	3.8	123
MAGAZINE IMPERATIVE		39363	8894	24.1	22.6	103	993	20.1	2.5	86	993	22.7	2.5	97	1306	25.5	3.3	109
NEWSPAPER IMPERATIVE		46441	9307	25.3	20.0	91	1191	24.2	2.6	87	1061	24.3	2.3	88	1342	26.2	2.9	95
MAGAZINES-OUTDOOR: DUAL		33726	9777	26.5	29.0	132	1338	27.1	4.0	135	1102	25.2	3.3	125	1366	26.7	4.1	133
MAGAZINE IMPERATIVE		52846	12904	35.0	24.4	111	1725	35.0	3.3	111	1760	40.3	3.3	128	1659	32.4	3.1	103
OUTDOOR IMPERATIVE		52140	10037	27.2	19.3	88	1477	30.0	2.8	96	1130	25.8	2.2	83	1625	31.7	3.1	102
MAGAZINES-RADIO: DUAL		37081	10356	28.1	27.9	127	1523	30.9	4.1	140	1214	27.8	3.3	126	1427	27.9	3.8	126
MAGAZINE IMPERATIVE		49747	12962	35.2	26.1	119	1708	34.7	3.4	117	1743	39.9	3.5	134	1765	34.5	3.5	116
RADIO IMPERATIVE		49208	9115	24.7	18.5	84	1212	24.6	2.5	84	913	20.9	1.9	71	1161	22.7	2.4	77
MAGAZINES-TELEVISION: DUAL		33103	8231	22.3	24.9	113	1131	22.9	3.4	116	1158	26.5	3.5	134	1186	23.2	3.6	117
MAGAZINE IMPERATIVE		54575	15355	41.7	28.1	128	2227	45.2	4.1	139	1681	38.4	3.1	118	1936	37.8	3.5	116
TELEVISION IMPERATIVE		53249	8525	23.1	16.0	73	1118	22.7	2.1	71	1103	25.2	2.1	79	1386	27.1	2.6	85
NEWSPAPERS-OUTDOOR: DUAL		36255	10121	27.5	27.9	127	1443	29.3	4.0	135	1164	26.6	3.2	123	1417	27.7	3.9	128
NEWSPAPER IMPERATIVE		55591	12794	34.7	23.0	105	1755	35.6	3.2	107	1672	38.2	3.0	115	1549	30.2	2.8	91
OUTDOOR IMPERATIVE		48319	9950	27.0	20.6	94	1309	26.6	2.7	92	1161	26.6	2.4	92	1655	32.3	3.4	112
NEWSPAPERS-RADIO: DUAL		37242	9509	25.8	25.5	116	1441	29.2	3.9	132	1176	26.9	3.2	121	1185	23.1	3.2	104
NEWSPAPER IMPERATIVE		54423	13787	37.4	25.3	115	1837	37.3	3.4	115	1771	40.5	3.3	125	2004	39.1	3.7	121
RADIO IMPERATIVE		46650	9532	25.9	20.4	93	1084	22.0	2.3	79	909	20.8	1.9	75	1394	27.2	3.0	98
NEWSPAPERS-TELEVISION: DUAL		35974	8417	22.8	23.4	107	1070	21.7	3.0	101	1246	28.5	3.5	133	1317	25.7	3.7	120
NEWSPAPER IMPERATIVE		56095	14989	40.7	26.7	122	2179	44.2	3.9	132	1620	37.1	2.9	111	1739	34.0	3.1	102
TELEVISION IMPERATIVE		47170	8110	22.0	17.2	78	1010	20.5	2.1	73	1047	23.9	2.2	85	1315	25.7	2.8	91
OUTDOOR-RADIO: DUAL		33748	8412	22.8	24.9	113	1069	21.7	3.2	108	787	18.0	2.3	89	934	18.2	2.8	91
OUTDOOR IMPERATIVE		52785	12426	33.7	23.5	107	1755	35.6	3.3	113	1560	36.1						

KINDS OF CORDIALS & LIQUEURS
(ADULTS)

	TOTAL U.S. '000	DRINK CORDIALS AND LIQUEURS				ANISETTE				APRICOT				BLACKBERRY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	36843	100.0	22.0	100	4929	100.0	2.9	100	4372	100.0	2.6	100	5121	100.0	3.1	100
ATLANTIC MONTHLY	867	263	0.7	30.3	138	**35	0.7	4.0	137	**15	0.3	1.7	66	**13	0.3	1.5	49
BARRON'S	1580	726	2.0	45.9	209	**139	2.8	8.8	299	**100	2.3	6.3	243	**94	1.8	5.9	195
BETTER HOMES & GARDENS	22203	5920	16.1	26.7	121	810	16.4	3.6	124	807	18.5	3.6	139	864	16.9	3.9	127
BON APPETIT	3810	1535	4.2	40.3	183	250	5.1	6.6	223	*252	5.8	6.6	254	*244	4.8	6.4	210
BUSINESS WEEK	4663	1556	4.2	33.4	152	252	5.1	5.4	184	*163	3.7	3.5	134	*168	3.3	3.6	118
CAR AND DRIVER	3102	840	2.3	27.1	123	*188	3.8	6.1	206	**148	3.4	4.8	183	**94	1.8	3.0	99
CBS MAGAZINE NETWORK (GROSS)	7311	2036	5.5	27.8	127	*212	4.3	2.9	99	*227	5.2	3.1	119	*127	2.5	1.7	57
CHANGING TIMES	3400	1010	2.7	29.7	135	*176	3.6	5.2	176	*157	3.6	4.6	177	**93	1.8	2.7	90
COLONIAL HOMES	1796	582	1.6	32.4	148	*120	2.4	6.7	227	**44	1.0	2.4	94	**62	1.2	3.5	113
CONDE NAST MAG. PKG. (GROSS)	19924	6800	18.5	34.1	155	941	19.1	4.7	161	878	20.1	4.4	169	988	19.3	5.0	162
CONSUMERS DIGEST	3125	895	2.4	28.6	130	**101	2.0	3.2	110	**133	3.0	4.3	163	**101	2.0	3.2	106
COSMOPOLITAN	10577	3503	9.5	33.1	151	435	8.8	4.1	140	425	9.7	4.0	154	389	7.6	3.7	120
COUNTRY LIVING	3746	1231	3.3	32.9	150	**70	1.4	1.9	64	*136	3.1	3.6	139	**112	2.2	3.0	98
CUISINE	2214	867	2.4	39.2	178	*203	4.1	9.2	312	*132	3.0	6.0	229	*104	2.0	4.7	154
CYCLE WORLD	2394	496	1.3	20.7	94	**50	1.0	2.1	71	**25	0.6	1.0	40	**44	0.9	1.8	60
DCI:CREATIVE IDEAS FOR LIV	3068	811	2.2	26.4	120	**84	1.7	2.7	93	**65	1.5	2.1	81	**49	1.0	1.6	52
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	2118	5.7	22.2	101	*235	4.8	2.5	84	*128	2.9	1.3	51	*108	2.1	1.1	37
DISCOVER	2277	671	1.8	29.5	134	**67	1.4	2.9	100	**94	2.2	4.1	158	**71	1.4	3.1	102
EBONY	7187	1128	3.1	15.7	71	**76	1.5	1.1	36	**31	0.7	0.4	17	**119	2.3	1.7	54
ESQUIRE	2560	681	1.8	26.6	121	*105	2.1	4.1	140	**55	1.3	2.1	82	**66	1.3	2.6	84
ESSENCE	3242	557	1.5	17.2	78	**56	1.1	1.7	59	**33	0.8	1.0	39	**40	0.8	1.2	40
FAMILY CIRCLE	19639	5325	14.5	27.1	123	769	15.6	3.9	133	721	16.5	3.7	141	803	15.7	4.1	134
THE FAMILY HANDYMAN	3540	942	2.6	26.6	121	*152	3.1	4.3	146	*151	3.5	4.3	164	*222	4.3	6.3	205
FAMILY WEEKLY	23924	4895	13.3	20.5	93	550	11.2	2.3	78	443	10.1	1.9	71	568	11.1	2.4	78
FIELD & STREAM	9883	1832	5.0	18.5	84	*178	3.6	1.8	61	*213	4.9	2.2	83	*239	4.7	2.4	79
FOOD & WINE	1030	387	1.1	37.6	171	**72	1.5	7.0	238	**43	1.0	4.2	160	**38	0.7	3.7	121
FORBES	2679	1178	3.2	44.0	200	*219	4.4	8.2	278	*137	3.1	5.1	196	*136	2.7	5.1	166
FORTUNE	2931	1264	3.4	43.1	196	*230	4.7	7.8	267	**146	3.3	5.0	191	**98	1.9	3.3	110
GENTLEMEN'S QUARTERLY	3481	1197	3.2	34.4	157	*266	5.4	7.6	260	**156	3.6	4.5	172	**134	2.6	3.8	126
GLAMOUR	7163	2503	6.8	34.9	159	*338	6.9	4.7	161	*368	8.4	5.1	197	408	8.0	5.7	187
GOLF DIGEST	2355	791	2.1	33.6	153	*182	3.7	7.7	263	**141	3.2	6.0	230	**24	0.5	1.0	33
GOLF DIGEST/TENNIS (GROSS)	3610	1172	3.2	32.5	148	*230	4.7	6.4	217	*168	3.8	4.7	179	**79	1.5	2.2	72
GOLF MAGAZINE	2046	641	1.7	31.3	143	*169	3.4	8.3	281	**189	4.3	9.2	354	**63	1.2	3.1	101
GOLF MAGAZINE/SKI (GROSS)	3547	1213	3.3	34.2	156	*241	4.9	6.8	231	*256	5.9	7.2	277	*115	2.2	3.2	106
GOOD HOUSEKEEPING	20353	5423	14.7	26.6	121	529	10.7	2.6	88	774	17.7	3.8	146	719	14.0	3.5	116
HARPER'S BAZAAR	3362	1012	2.7	30.1	137	*169	3.4	5.0	171	*211	4.8	6.3	241	*167	3.3	5.0	163
HEALTH	2987	761	2.1	25.5	116	**87	1.8	2.9	99	**120	2.7	4.0	154	**167	3.3	5.6	183
HEARST MAG CORP. BUY (GROSS)	67928	19702	53.5	29.0	132	2390	48.5	3.5	120	2647	60.5	3.9	149	2463	48.1	3.6	119
HEARST MAN POWER (GROSS)	11282	2803	7.6	24.8	113	310	6.3	2.7	94	346	7.9	3.1	118	366	7.1	3.2	106
HEARST WOMAN POWER (GROSS)	40514	11625	31.6	28.7	131	1366	27.7	3.4	115	1547	35.4	3.8	146	1485	29.0	3.7	120
HOUSE BEAUTIFUL	4885	1628	4.4	33.3	152	*242	4.9	5.0	169	*259	5.9	5.3	203	*223	4.4	4.6	150
INC.	1308	589	1.6	45.0	205	**116	2.4	8.9	302	**65	1.5	5.0	191	**79	1.5	6.0	198
JET	6498	1000	2.7	15.4	70	*110	2.2	1.7	58	**52	1.2	0.8	31	**82	1.6	1.3	41
LADIES' HOME JOURNAL	14797	4030	10.9	27.2	124	603	12.2	4.1	139	624	14.3	4.2	162	636	12.4	4.3	141
LHJ FAMILY GRP COMBO(GROSS)	21743	6041	16.4	27.8	126	772	15.7	3.6	121	946	21.6	4.4	167	943	18.4	4.3	142
LIFE	9881	2775	7.5	28.1	128	324	6.6	3.3	112	395	9.0	4.0	153	332	6.5	3.4	110
L.A. TIMES HOME MAGAZINE	2775	1072	2.9	38.6	176	**76	1.5	2.7	93	*215	4.9	7.7	297	**133	2.6	4.8	157
MADEMOISELLE	4219	1362	3.7	32.3	147	*143	2.9	3.4	115	*215	4.9	5.1	196	*228	4.5	5.4	177
MC CALL'S	16422	4740	12.9	28.9	131	677	13.7	4.1	140	637	14.6	3.9	149	750	14.6	4.6	150
MC CALL'S/MRK MOTHER (GROSS)	17919	5191	14.1	29.0	132	787	16.0	4.4	149	657	15.0	3.7	141	806	15.7	4.5	147
MECHANIX ILLUSTRATED	4433	998	2.7	22.5	102	*97	2.0	2.2	74	*173	4.0	3.9	150	*145	2.8	3.3	107
METROPOLITAN HOME	1504	460	1.2	30.6	139	**102	2.1	6.8	231	**48	1.1	3.2	122	**36	0.7	2.4	78
MONEY	4723	1709	4.6	36.2	165	268	5.4	5.7	193	*238	5.4	5.0	193	*249	4.9	5.3	173
MOTHER EARTH NEWS	2325	693	1.9	29.8	136	**80	1.6	3.4	117	**93	2.1	4.0	153	**47	0.9	2.0	66
MS.	1189	532	1.4	44.7	204	**57	1.2	4.8	163	**57	1.3	4.8	184	**53	1.0	4.5	146
NATIONAL ENQUIRER	18892	3595	9.8	19.0	87	328	6.7	1.7	59	448	10.2	2.4	91	588	11.5	3.1	102
NATIONAL GEOGRAPHIC	22129	6595	17.9	29.8	136	788	16.0	3.6	121	793	18.1	3.6	137	679	13.3	3.1	100
NATIONAL SUNDAY MAGAZINE PKG	103750	25624	69.5	24.7	112	3485	70.7	3.4	114	3058	69.9	2.9	113	3468	67.7	3.3	109
NATURAL HISTORY	1379	551	1.5	40.0	182	**51	1.0	3.7	126	**40	0.9	2.9	111	**64	1.2	4.6	152
NEW WOMAN	2289	701	1.9	30.6	139	**109	2.2	4.8	162	**72	1.6	3.1	121	**22	0.4	1.0	31
NEW YORK INCLUDING CUE	1088	441	1.2	40.5	185	**82	1.7	7.5	256	**86	2.0	7.9	303	**57	1.1	5.2	172
THE NEW YORKER	2459	1085	2.9	44.1	201	*155	3.1	6.3	214	*156	3.6	6.3	243	*130	2.5	5.3	173
NEWSWEEK	16527	4914	13.3	29.7	135	699	14.2	4.2	144	489	11.2	3.0	114	651	12.7	3.9	129
THE N.Y. TIMES DAILY EDITION	2739	1301	3.5	47.5	216	373	7.6	13.6	463	*253	5.8	9.2	354	*182	3.6	6.6	218
THE N.Y. TIMES MAGAZINE	4443	1927	5.2	43.4	197	486	9.9	10.9	372	359	8.2	8.1	310	336	6.6	7.6	248
OMNI	2799	854	2.3	30.5	139	**118	2.4	4.2	143	**68	1.6	2.4	93	**89	1.7	3.2	104
ON CABLE	2209	614	1.7	27.8	127	**50	1.0	2.3	77	**49	1.1	2.2	85	**105	2.1	4.8	156
1001 HOME IDEAS	3959	1250	3.4	31.6	144	**82	1.7	2.1	70	*202	4.6	5.1	196	*141	2.8	3.6	117
ORGANIC GARDENING	3111	767	2.1	24.7	112	**97	2.0	3.1	106	**101	2.3	3.2	125	*127	2.5	4.1	134
OUTDOOR LIFE	5024	1066	2.9	21.2	97	**78	1.6	1.6	53	*128	2.9	2.5	98	*132	2.6	2.6	86
PARADE MAGAZINE	51292	12935	35.1	25.2	115	1975	40.1	3.9	131	1730	39.6	3.4	129	1970	38.5	3.8	126

	TOTAL U.S. '000	DRINK CORDIALS AND LIQUEURS				ANISETTE				APRICOT				BLACKBERRY			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	36843	100.0	22.0	100	4929	100.0	2.9	100	4372	100.0	2.6	100	5121	100.0	3.1	100
PARENTS	5298	1432	3.9	27.0	123	*118	2.4	2.2	76	**91	2.1	1.7	66	*196	3.8	3.7	121
PENTHOUSE	5129	1453	3.9	28.3	129	*133	2.7	2.6	88	*105	2.4	2.0	79	*193	3.8	3.8	123
PEOPLE	21070	6221	16.9	29.5	134	825	16.7	3.9	133	759	17.4	3.6	138	910	17.8	4.3	141
PLAYBOY	10562	3059	8.3	29.0	132	372	7.5	3.5	120	278	6.4	2.6	101	398	7.8	3.8	123
POPULAR HOT RODDING	2498	546	1.5	21.9	100	**78	1.6	3.1	106	**31	0.7	1.2	48	**114	2.2	4.6	149
POPULAR MECHANICS	5887	1413	3.8	24.0	109	*196	4.0	3.3	113	*160	3.7	2.7	104	*153	3.0	2.6	85
POPULAR SCIENCE	4317	1340	3.6	31.0	141	*174	3.5	4.0	137	*172	3.9	4.0	153	*114	2.2	2.6	86
PREVENTION	5792	1392	3.8	24.0	109	*158	3.2	2.7	93	*223	5.1	3.9	148	*238	4.6	4.1	135
PSYCHOLOGY TODAY	3284	1031	2.8	31.4	143	*163	3.3	5.0	169	**147	3.4	4.5	172	*168	3.3	5.1	168
READER'S DIGEST	40046	9464	25.7	23.6	108	1271	25.8	3.2	108	1263	28.9	3.2	121	1485	29.0	3.7	121
REDBOOK	9584	2699	7.3	28.2	128	401	8.1	4.2	142	348	8.0	3.6	139	376	7.3	3.9	128
ROAD & TRACK	2590	778	2.1	30.0	137	**114	2.3	4.4	150	**165	3.8	6.4	244	**44	0.9	1.7	56
ROLLING STONE	3302	972	2.6	29.4	134	**108	2.2	3.3	111	**120	2.7	3.6	139	**106	2.1	3.2	105
RUNNER'S WORLD	1229	361	1.0	29.4	134	**61	1.2	5.0	169	**16	0.4	1.3	50	**32	0.6	2.6	85
SATURDAY EVENING POST	2110	542	1.5	25.7	117	**49	1.0	2.3	79	**73	1.7	3.5	133	**86	1.7	4.1	133
SCIENCE 84	1543	575	1.6	37.3	170	*106	2.2	6.9	234	**57	1.3	3.7	142	**92	1.8	6.0	195
SCIENCE DIGEST	1747	526	1.4	30.1	137	**61	1.2	3.5	119	**60	1.4	3.4	132	**75	1.5	4.3	141
SCIENTIFIC AMERICAN	1994	762	2.1	38.2	174	*155	3.1	7.8	265	**72	1.6	3.6	139	**77	1.5	3.9	126
SELF	3119	1137	3.1	36.5	166	*127	2.6	4.1	139	**83	1.9	2.7	102	**93	1.8	3.0	98
SEVENTEEN	3923	1028	2.8	26.2	119	*220	4.5	5.6	191	**130	3.0	3.3	127	**147	2.9	3.7	123
SKI	1501	571	1.5	38.0	173	**72	1.5	4.8	163	**68	1.6	4.5	174	**52	1.0	3.5	113
SMITHSONIAN	5976	2124	5.8	35.5	162	396	8.0	6.6	225	299	6.8	5.0	192	301	5.9	5.0	165
SOAP OPERA DIGEST	4228	842	2.3	19.9	91	**108	2.2	2.6	87	**106	2.4	2.5	96	**150	2.9	3.5	116
SOUTHERN LIVING	6488	1307	3.5	20.1	92	**151	3.1	2.3	79	**63	1.4	1.0	37	**59	1.2	0.9	30
SPORT	3500	870	2.4	24.9	113	**218	4.4	6.2	212	**71	1.6	2.0	78	**143	2.8	4.1	134
THE SPORTING NEWS	2456	635	1.7	25.9	118	**97	2.0	3.9	134	**44	1.0	1.8	69	**71	1.4	2.9	95
SPORTS AFIELD	3648	864	2.3	23.7	108	**52	1.1	1.4	49	*125	2.9	3.4	131	*138	2.7	3.8	124
SPORTS ILLUSTRATED	14484	3537	9.6	24.4	111	644	13.1	4.4	151	487	11.1	3.4	129	382	7.5	2.6	86
STAR	12661	2469	6.7	19.5	89	285	5.8	2.3	77	*270	6.2	2.1	82	438	8.6	3.5	113
SUNDAY	52799	14110	38.3	26.7	122	1946	39.5	3.7	125	1645	37.6	3.1	120	1861	36.3	3.5	115
SUNSET	3513	1461	4.0	41.6	189	*228	4.6	6.5	221	*215	4.9	6.1	235	**133	2.6	3.8	124
TV GUIDE	42766	9453	25.7	22.1	101	1217	24.7	2.8	97	1247	28.5	2.9	112	1294	25.3	3.0	99
TENNIS	1254	381	1.0	30.4	138	**49	1.0	3.9	133	**27	0.6	2.2	83	**55	1.1	4.4	144
TIME	22054	6556	17.8	29.7	135	1152	23.4	5.2	178	825	18.9	3.7	144	938	18.3	4.3	139
TOWN & COUNTRY	1555	593	1.6	38.1	174	**93	1.9	6.0	204	*75	1.7	4.8	185	**37	0.7	2.4	78
TRAVEL & LEISURE	2173	1028	2.8	47.3	215	*164	3.3	7.5	257	*128	2.9	5.9	226	**89	1.7	4.1	134
TRUE STORY	4636	769	2.1	16.6	76	**63	1.3	1.4	46	**64	1.5	1.4	53	**81	1.6	1.7	57
U.S. NEWS & WORLD REPORT	10353	2903	7.9	28.0	128	355	7.2	3.4	117	364	8.3	3.5	135	331	6.5	3.2	105
USA TODAY	4994	1594	4.3	31.9	145	*229	4.6	4.6	156	*246	5.6	4.9	189	*162	3.2	3.2	106
US	3528	1144	3.1	32.4	148	**119	2.4	3.4	115	**98	2.2	2.8	107	**117	2.3	3.3	109
VOGUE	5424	1798	4.9	33.1	151	334	6.8	6.2	210	*213	4.9	3.9	151	259	5.1	4.8	156
WALL STREET JOURNAL	6292	2253	6.1	35.8	163	313	6.4	5.0	169	257	5.9	4.1	157	204	4.0	3.2	106
WEIGHT WATCHERS	2762	727	2.0	26.3	120	**98	2.0	3.5	121	*142	3.2	5.1	197	**108	2.1	3.9	128
WOMAN'S DAY	16320	4489	12.2	27.5	125	680	13.8	4.2	142	673	15.4	4.1	158	662	12.9	4.1	133
WORKING MOTHER	1496	451	1.2	30.1	137	**111	2.3	7.4	252	**21	0.5	1.4	54	**56	1.1	3.7	123
WORKING WOMAN	1851	710	1.9	38.4	175	**83	1.7	4.5	153	**84	1.9	4.5	174	**97	1.9	5.2	172
WORLD TENNIS	580	*225	0.6	38.8	177	**2	0.0	0.3	12	**18	0.4	3.1	119	**17	0.3	2.9	96
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3570	9.7	28.8	131	571	11.6	4.6	157	437	10.0	3.5	135	375	7.3	3.0	99
BLAIR INSERTS	91671	23715	64.4	25.9	118	3319	67.3	3.6	123	2970	67.9	3.2	124	3226	63.0	3.5	115
DAILY NEWSPAPERS																	
READ ANY	109190	26081	70.8	23.9	109	3604	73.1	3.3	112	3182	72.8	2.9	112	3534	69.0	3.2	106
READ ONE	89587	20364	55.3	22.7	103	2573	52.2	2.9	98	2413	55.2	2.7	103	2776	54.2	3.1	101
READ TWO OR MORE	19602	5717	15.5	29.2	133	1031	20.9	5.3	179	768	17.6	3.9	150	758	14.8	3.9	127
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	27286	74.1	24.9	113	3739	75.9	3.4	116	3292	75.3	3.0	115	3680	71.9	3.4	110
READ ONE	95074	22509	61.1	23.7	108	2933	59.5	3.1	105	2693	61.6	2.8	109	3082	60.2	3.2	106
READ TWO OR MORE	14588	4777	13.0	32.7	149	806	16.4	5.5	188	600	13.7	4.1	158	598	11.7	4.1	134
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.42				32.01				32.44				35.96			
30 DAY REACH	149706	33775	91.7	22.6	103	4469	90.7	3.0	102	3995	91.4	2.7	102	4707	91.9	3.1	103
50 SHWG - 30 DAY AV FREQ	15.16	16.38				16.78				16.72				18.52			
30 DAY REACH	142406	32437	88.0	22.8	104	4261	86.4	3.0	102	3894	89.1	2.7	105	4590	89.6	3.2	106
25 SHWG - 30 DAY AV FREQ	8.23	8.75				8.93				9.01				9.96			
30 DAY REACH	131152	30334	82.3	23.1	105	3989	80.9	3.0	103	3612	82.6	2.8	106	4268	83.3	3.3	107
CABLE TV: HOME WIRED	66879	16342	44.4	24.4	111	2036	41.3	3.0	104	2060	47.1	3.1	118	2259	44.1	3.4	111
HOME NOT WIRED	100848	20501	55.6	20.3	93	2894	58.7	2.9	98	2312	52.9	2.3	88	2863	55.9	2.8	93
HAVE PAY CABLE	35024	9445	25.6	27.0	123	1273	25.8	3.6	124	1208	27.6	3.4	132	1312	25.6	3.7	123

	TOTAL U.S. '000	COFFEE				CREME DE CACAO				CREME DE MENTHE				PEPPERMINT SCHNAPPES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	7216	100.0	4.3	100	9707	100.0	5.8	100	10174	100.0	6.1	100	9395	100.0	5.6	100
MALES	79263	2816	39.0	3.6	83	3723	38.4	4.7	81	4084	40.1	5.2	85	4602	49.0	5.8	104
FEMALES	88464	4400	61.0	5.0	116	5985	61.7	6.8	117	6090	59.9	6.9	113	4793	51.0	5.4	97
18 - 24	28671	1121	15.5	3.9	91	1334	13.7	4.7	80	1202	11.8	4.2	69	2307	24.6	8.0	144
25 - 34	39536	2254	31.2	5.7	133	2351	24.2	5.9	103	2207	21.7	5.6	92	2960	31.5	7.5	134
35 - 44	28978	1502	20.8	5.2	120	2063	21.3	7.1	123	2019	19.8	7.0	115	1967	20.9	6.8	121
45 - 54	22345	1002	13.9	4.5	104	1411	14.5	6.3	109	1712	16.8	7.7	126	882	9.4	3.9	70
55 - 64	22224	752	10.4	3.4	79	1536	15.8	6.9	119	1579	15.5	7.1	117	818	8.7	3.7	66
65 OR OLDER	25973	585	8.1	2.3	52	1012	10.4	3.9	67	1455	14.3	5.6	92	461	4.9	1.8	32
18 - 34	68207	3376	46.8	4.9	115	3685	38.0	5.4	93	3409	33.5	5.0	82	5267	56.1	7.7	138
18 - 49	108058	5360	74.3	5.0	115	6518	67.1	6.0	104	6270	61.6	5.8	96	7649	81.4	7.1	126
25 - 54	90859	4758	65.9	5.2	122	5826	60.0	6.4	111	5938	58.4	6.5	108	5809	61.8	6.4	114
35 - 49	39851	1984	27.5	5.0	116	2833	29.2	7.1	123	2861	28.1	7.2	118	2382	25.4	6.0	107
50 OR OLDER	59669	1856	25.7	3.1	72	3189	32.9	5.3	92	3904	38.4	6.5	108	1746	18.6	2.9	52
GRADUATED COLLEGE	28091	2087	28.9	7.4	173	2859	29.5	10.2	176	2879	28.3	10.2	169	2084	22.2	7.4	132
ATTENDED COLLEGE	28938	1460	20.2	5.0	117	2403	24.8	8.3	143	2227	21.9	7.7	127	2143	22.8	7.4	132
GRADUATED HIGH SCHOOL	65503	2323	32.2	3.5	82	3098	31.9	4.7	82	3935	38.7	6.0	99	3641	38.8	5.6	99
DID NOT GRADUATE HIGH SCHOOL	45195	1346	18.7	3.0	69	1347	13.9	3.0	51	1132	11.1	2.5	41	1527	16.3	3.4	60
EMPLOYED MALES	56429	2295	31.8	4.1	95	3093	31.9	5.5	95	3148	30.9	5.6	92	3823	40.7	6.8	121
EMPLOYED FEMALES	43971	2905	40.3	6.6	154	3523	36.3	8.0	138	3561	35.0	8.1	134	3295	35.1	7.5	134
EMPLOYED FULL-TIME	87773	4565	63.3	5.2	121	5743	59.2	6.5	113	5758	56.6	6.6	108	6298	67.0	7.2	128
EMPLOYED PART-TIME	12627	636	8.8	5.0	117	873	9.0	6.9	119	950	9.3	7.5	124	820	8.7	6.5	116
NOT EMPLOYED	67327	2016	27.9	3.0	70	3092	31.9	4.6	79	3465	34.1	5.1	85	2277	24.2	3.4	60
PROFESSIONAL/MANAGER	25845	1951	27.0	7.5	175	2596	26.7	10.0	174	2618	25.7	10.1	167	2009	21.4	7.8	139
TECH/CLERICAL/SALES	30895	1715	23.8	5.6	129	2251	23.2	7.3	126	2254	22.2	7.3	120	2390	25.4	7.7	138
PRECISION/CRAFT	12629	*451	6.3	3.6	83	487	5.0	3.9	67	581	5.7	4.6	76	931	9.9	7.4	132
OTHER EMPLOYED	31031	1084	15.0	3.5	81	1282	13.2	4.1	71	1255	12.3	4.0	67	1789	19.0	5.8	103
SINGLE	35557	1855	25.7	5.2	121	2073	21.4	5.8	101	1802	17.7	5.1	84	2985	31.8	8.4	150
MARRIED	103585	4041	56.0	3.9	91	6040	62.2	5.8	101	6643	65.3	6.4	106	5004	53.3	4.8	86
DIVORCED/SEPARATED/WIDOWED	28585	1320	18.3	4.6	107	1595	16.4	5.6	96	1729	17.0	6.0	100	1406	15.0	4.9	88
PARENTS	59295	2666	36.9	4.5	105	3300	34.0	5.6	96	3442	33.8	5.8	96	3260	34.7	5.5	98
WHITE	146081	6465	89.6	4.4	103	9009	92.8	6.2	107	9662	95.0	6.6	109	8846	94.2	6.1	108
BLACK	17974	535	7.4	3.0	69	516	5.3	2.9	50	*367	3.6	2.0	34	*446	4.7	2.5	44
OTHER	3672	**217	3.0	5.9	137	*182	1.9	5.0	86	*145	1.4	3.9	65	**103	1.1	2.8	50
NORTHEAST-CENSUS	37005	2144	29.7	5.8	135	2586	26.6	7.0	121	2934	28.8	7.9	131	2523	26.9	6.8	122
NORTH CENTRAL	42642	1335	18.5	3.1	73	2568	26.5	6.0	104	2834	27.9	6.6	110	3445	36.7	8.1	144
SOUTH	56777	1528	21.2	2.7	63	2113	21.8	3.7	64	2338	23.0	4.1	68	1444	15.4	2.5	45
WEST	31303	2210	30.6	7.1	164	2440	25.1	7.8	135	2067	20.3	6.6	109	1983	21.1	6.3	113
NORTHEAST-MKTG.	38125	2277	31.6	6.0	139	2777	28.6	7.3	126	3158	31.0	8.3	137	2446	26.0	6.4	115
EAST CENTRAL	24794	687	9.5	2.8	64	1170	12.1	4.7	82	1188	11.7	4.8	79	1637	17.4	6.6	118
WEST CENTRAL	28511	979	13.6	3.4	80	2049	21.1	7.2	124	2315	22.8	8.1	134	2612	27.8	9.2	164
SOUTH	48953	1283	17.8	2.6	61	1636	16.9	3.3	58	1819	17.9	3.7	61	1174	12.5	2.4	43
PACIFIC	27344	1991	27.6	7.3	169	2075	21.4	7.6	131	1694	16.7	6.2	102	1526	16.2	5.6	100
COUNTY SIZE A	69301	3776	52.3	5.4	127	5004	51.6	7.2	125	4783	47.0	6.9	114	4302	45.8	6.2	111
COUNTY SIZE B	50633	2123	29.4	4.2	97	2599	26.8	5.1	89	2980	29.3	5.9	97	2665	28.4	5.3	94
COUNTY SIZE C	26259	917	12.7	3.5	81	1365	14.1	5.2	90	1629	16.0	6.2	102	1289	13.7	4.9	88
COUNTY SIZE D	21534	*401	5.6	1.9	43	740	7.6	3.4	59	782	7.7	3.6	60	1139	12.1	5.3	94
METRO CENTRAL CITY	50014	2332	32.3	4.7	108	2885	29.7	5.8	100	2732	26.9	5.5	90	2556	27.2	5.1	91
METRO SUBURBAN	76832	3761	52.1	4.9	114	5320	54.8	6.9	120	5565	54.7	7.2	119	4910	52.3	6.4	114
NON METRO	40881	1123	15.6	2.7	64	1502	15.5	3.7	63	1877	18.4	4.6	76	1930	20.5	4.7	84
TOP 5 ADI'S	39550	2588	35.9	6.5	152	2767	28.5	7.0	121	2894	28.4	7.3	121	2532	27.0	6.4	114
TOP 10 ADI'S	54877	3227	44.7	5.9	137	3694	38.1	6.7	116	3762	37.0	6.9	113	3248	34.6	5.9	106
TOP 20 ADI'S	77516	4236	58.7	5.5	127	5334	55.0	6.9	119	5467	53.7	7.1	116	4785	50.9	6.2	110
HSOLD INC. \$50,000 OR MORE	17257	1204	16.7	7.0	162	1998	20.6	11.6	200	1935	19.0	11.2	185	1489	15.8	8.6	154
\$40,000 OR MORE	33235	2273	31.5	6.8	159	3282	33.8	9.9	171	3232	31.8	9.7	160	2487	28.1	7.9	142
\$30,000 OR MORE	59693	3696	51.2	6.2	144	5242	54.0	8.8	152	5195	51.1	8.7	143	4441	47.3	7.4	133
\$25,000 OR MORE	76275	4553	63.1	6.0	139	6180	63.7	8.1	140	6197	60.9	8.1	134	5308	56.5	7.0	124
\$20,000 - \$24,999	18607	647	9.0	3.5	81	886	9.1	4.8	82	1034	10.2	5.6	92	1061	11.3	5.7	102
\$15,000 - \$19,999	17175	566	7.8	3.3	77	905	9.3	5.3	91	1099	10.8	6.4	105	891	9.5	5.2	93
\$10,000 - \$14,999	24569	613	8.5	2.5	58	862	8.9	3.5	61	1076	10.6	4.4	72	1146	12.2	4.7	83
UNDER \$10,000	31101	837	11.6	2.7	63	876	9.0	2.8	49	767	7.5	2.5	41	990	10.5	3.2	57
HOUSEHOLD OF 1 PERSON	19441	970	13.4	5.0	116	1093	11.3	5.6	97	1233	12.1	6.3	105	936	10.0	4.8	86
2 PEOPLE	51803	2191	30.4	4.2	98	2978	30.7	5.7	99	3380	33.2	6.5	108	2540	27.0	4.9	88
3 OR 4 PEOPLE	66933	2871	39.8	4.3	100	3894	40.1	5.8	101	3856	37.9	5.8	95	3541	37.7	5.3	94
5 OR MORE PEOPLE	29550	1185	16.4	4.0	93	1741	17.9	5.9	102	1705	16.8	5.8	95	2378	25.3	8.0	144
NO CHILD IN HSOLD	96587	4136	57.3	4.3	100	5705	58.8	5.9	102	6086	59.8	6.3	104	5283	56.2	5.5	98
CHILD(REN) UNDER 2 YRS	10844	*558	7.7	5.1	120	586	6.0	5.4	93	*443	4.4	4.1	67	652	6.9	6.0	107
2 - 5 YEARS	26358	1143	15.8	4.3	101	1103	11.4	4.2	72	1492	14.7	5.7	93	1631	17.4	6.2	110
6 - 11 YEARS	30453	1121	15.5	3.7	86	1562	16.1	5.1	89	1514	14.9	5.0	82	1613	17.2	5.3	95
12 - 17 YEARS	36575	1466	20.3	4.0	93	2260	23.3	6.2	107	2183	21.5	6.0	98	2060	21.9	5.6	101
RESIDENCE OWNED	117770	4637	64.3	3.9	92	7220	74.4	6.1	106	7962	78.3	6.8	111	6142	65.4	5.2	93
VALUE: \$50,000 OR MORE	70166	3429	47.5	4.9	114	5522	56.9	7.9	136	5864	57.6	8.4	138	4115	43.8	5.9	105
VALUE: UNDER \$50,000	47604	1209	16.8	2.5	59	1699	17.5	3.6	62	2098	20.6	4.4	73	2027	21.6	4.3	76

		TOTAL U.S. '000	COFFEE				CREME DE CACAO				CREME DE MENTHE				PEPPERMINT SCHNAPPES			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	7216	100.0	4.3	100	9707	100.0	5.8	100	10174	100.0	6.1	100	9395	100.0	5.6	100
MAGAZINES	QUINTILE 1	34022	1921	26.6	5.6	131	2633	27.1	7.7	134	2649	26.0	7.8	128	2652	28.2	7.8	139
	QUINTILE 2	34800	1987	27.5	5.7	133	2502	25.8	7.2	124	2724	26.8	7.8	129	2457	26.2	7.1	126
	QUINTILE 3	30514	991	13.7	3.2	75	1651	17.0	5.4	93	1880	18.5	6.2	102	1371	14.6	4.5	80
	QUINTILE 4	33324	1236	17.1	3.7	86	1532	15.8	4.6	79	1570	15.4	4.7	78	1774	18.9	5.3	95
	QUINTILE 5	35066	1081	15.0	3.1	72	1389	14.3	4.0	68	1351	13.3	3.9	64	1141	12.1	3.3	58
NEWSPAPERS	QUINTILE 1	29107	1652	22.9	5.7	132	2360	24.3	8.1	140	2781	27.3	9.6	158	2105	22.4	7.2	129
	QUINTILE 2	49095	1999	27.7	4.1	95	3104	32.0	6.3	109	3253	32.0	6.6	109	2848	30.3	5.8	104
	QUINTILE 3	23107	1059	14.7	4.6	107	1377	14.2	6.0	103	1448	14.2	6.3	103	1517	16.1	6.6	111
	QUINTILE 4	33556	1429	19.8	4.3	99	1771	18.2	5.3	91	1633	16.1	4.9	80	1643	17.5	4.9	87
	QUINTILE 5	32863	1077	14.9	3.3	76	1095	11.3	3.3	58	1059	10.4	3.2	53	1282	13.6	3.9	70
OUTDOOR	QUINTILE 1	33431	1736	24.1	5.2	121	2465	25.4	7.4	127	2466	24.2	7.4	122	2490	26.5	7.4	133
	QUINTILE 2	33478	1587	22.0	4.7	110	2068	21.3	6.2	107	2340	23.0	7.0	115	2207	23.5	6.6	118
	QUINTILE 3	33574	1446	20.0	4.3	100	1897	19.5	5.7	98	1876	18.4	5.6	92	1794	19.1	5.3	95
	QUINTILE 4	33935	1406	19.5	4.1	96	1915	19.7	5.6	98	1927	18.9	5.7	94	1686	17.9	5.0	89
	QUINTILE 5	33310	1042	14.4	3.1	73	1362	14.0	4.1	71	1565	15.4	4.7	77	1218	13.0	3.7	65
RADIO-DRIVE TIME	QUINTILE 1	33136	1480	20.5	4.5	104	2018	20.8	6.1	105	2207	21.7	6.7	110	2184	23.2	6.6	118
	QUINTILE 2	31658	1248	17.3	3.9	92	1818	18.7	5.7	99	1992	19.6	6.3	104	1950	20.8	6.2	110
	QUINTILE 3	32541	1857	25.7	5.7	133	2065	21.3	6.3	110	2007	19.7	6.2	102	2159	23.0	6.6	118
	QUINTILE 4	34247	1495	20.7	4.4	101	2133	22.0	6.2	108	2176	21.4	6.4	105	1921	20.4	5.6	100
	QUINTILE 5	36144	1137	15.8	3.1	73	1674	17.2	4.6	80	1792	17.6	5.0	82	1181	12.6	3.3	58
RADIO-MID- DAY	TERCILE 1	45037	1812	25.1	4.0	94	2580	26.6	5.7	99	2731	26.8	6.1	100	3070	32.7	6.8	122
	TERCILE 2	44819	1920	26.6	4.3	100	2569	26.5	5.7	99	2818	27.7	6.3	104	2569	27.3	5.7	102
	TERCILE 3	77872	3484	48.3	4.5	104	4558	47.0	5.9	101	4625	45.5	5.9	98	3756	40.0	4.8	86
	QUINTILE 1	33763	1499	20.8	4.4	103	1954	20.1	5.8	100	2212	21.7	6.6	108	2256	24.0	6.7	119
	QUINTILE 2	33240	1258	17.4	3.8	88	1803	18.6	5.4	94	1912	18.8	5.8	95	2117	22.5	6.4	114
RADIO-TOTAL	QUINTILE 3	33408	1767	24.5	5.3	123	2347	24.2	7.0	121	2211	21.7	6.6	109	2215	23.6	6.6	118
	QUINTILE 4	34792	1760	24.4	5.1	118	2057	21.2	5.9	102	2248	22.1	6.5	107	1864	19.8	5.4	96
	QUINTILE 5	32524	933	12.9	2.9	67	1546	15.9	4.8	82	1591	15.6	4.9	81	942	10.0	2.9	52
	QUINTILE 1	33090	1286	17.8	3.9	90	1963	20.2	5.9	103	1836	18.0	5.5	91	1487	15.8	4.5	80
	QUINTILE 2	33357	1799	24.9	5.4	125	1947	20.1	5.8	101	2085	20.5	6.3	103	2083	22.2	6.2	111
TV-PRIME TIME	QUINTILE 3	33980	1557	21.6	4.6	107	1959	20.2	5.8	100	2177	21.4	6.4	106	2328	24.8	6.9	122
	QUINTILE 4	33854	1429	19.8	4.2	98	1897	19.5	5.6	97	2082	20.5	6.1	101	1865	19.9	5.5	98
	QUINTILE 5	33444	1146	15.9	3.4	80	1942	20.0	5.8	100	1995	19.6	6.0	98	1632	17.4	4.9	87
	TERCILE 1	49121	1772	24.6	3.6	84	2201	22.7	4.5	77	2236	22.0	4.6	75	2111	22.5	4.3	77
	TERCILE 2	48823	2271	31.5	4.7	108	3282	33.8	6.7	116	3390	33.3	6.9	114	3035	32.3	6.2	111
TV-DAYTIME	TERCILE 3	69782	3174	44.0	4.5	106	4224	43.5	6.1	105	4548	44.7	6.5	107	4249	45.2	6.1	109
	QUINTILE 1	33584	1215	16.8	3.6	84	1629	16.8	4.9	84	1584	15.6	4.7	78	1307	13.9	3.9	69
	QUINTILE 2	33441	1539	21.3	4.6	107	2046	21.1	6.1	106	1986	19.5	5.9	98	1952	20.8	5.8	104
	QUINTILE 3	33505	1517	21.0	4.5	105	1964	20.2	5.9	101	2101	20.7	6.3	103	1959	20.9	5.8	104
	QUINTILE 4	33466	1668	23.1	5.0	116	1860	19.2	5.6	96	2331	22.9	7.0	115	2341	24.9	7.0	125
TV-TOTAL	QUINTILE 5	33731	1277	17.7	3.8	88	2208	22.7	6.5	113	2172	21.3	6.4	106	1837	19.6	5.4	97
	MAGAZINES-NEWSPAPERS: DUAL	44503	2613	36.2	5.9	136	3615	37.2	8.1	140	3931	38.6	8.8	146	3497	37.2	7.9	140
	MAGAZINE IMPERATIVE	39363	1857	25.7	4.7	110	2189	22.6	5.6	96	2115	20.8	5.4	89	2221	23.6	5.6	101
	NEWSPAPER IMPERATIVE	46441	1574	21.8	3.4	79	2541	26.2	5.5	95	2841	27.9	6.1	101	2195	23.4	4.7	84
	MAGAZINES-OUTDOOR: DUAL	33726	2015	27.9	6.0	139	2639	27.2	7.8	135	2774	27.3	8.2	136	2780	29.6	8.2	147
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	52846	2365	32.8	4.5	104	3321	34.2	6.3	109	3520	34.6	6.7	110	2946	31.4	5.6	100
	OUTDOOR IMPERATIVE	52140	1841	25.5	3.5	82	2701	27.8	5.2	90	2839	27.9	5.4	90	2658	28.3	5.1	91
	MAGAZINES-RADIO: DUAL	37081	1848	25.6	5.0	116	2560	26.4	6.9	119	2755	27.1	7.4	122	3029	32.2	8.2	146
	MAGAZINE IMPERATIVE	49747	2654	36.8	5.3	124	3648	37.6	7.3	127	3759	36.9	7.6	125	2857	30.4	5.7	103
	RADIO IMPERATIVE	49208	1711	23.7	3.5	81	2445	25.2	5.0	86	2454	24.1	5.0	82	2442	26.0	5.0	89
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	1781	24.7	5.4	125	2277	23.5	6.9	119	2335	23.0	7.1	116	1991	21.2	6.0	107
	TELEVISION IMPERATIVE	54575	2835	39.3	5.2	121	4039	41.6	7.4	128	4353	42.8	8.0	131	4011	42.7	7.3	131
	QUINTILE 1	53249	1653	22.9	3.1	72	2279	23.5	4.3	74	2191	21.5	4.1	68	2045	21.8	3.8	69
	QUINTILE 2	36255	1881	26.1	5.2	121	2714	28.0	7.5	129	2985	29.3	8.2	136	2983	31.8	8.2	147
	NEWSPAPER IMPERATIVE	55591	2333	32.3	4.2	98	3517	36.2	6.3	109	3756	36.9	6.8	111	2749	29.3	4.9	88
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	48319	2154	29.9	4.5	104	2561	26.4	5.3	92	2520	24.8	5.2	86	2641	28.1	5.5	98
	QUINTILE 1	37242	1683	23.3	4.5	105	2496	25.7	6.7	116	2823	27.7	7.6	125	2883	30.7	7.7	138
	NEWSPAPER IMPERATIVE	54423	2591	35.9	4.8	111	3831	39.5	7.0	122	4100	40.3	7.5	124	2957	31.5	5.4	97
	RADIO IMPERATIVE	46650	2080	28.8	4.5	104	2296	23.7	4.9	85	2220	21.8	4.8	78	2599	27.7	5.6	99
	QUINTILE 2	35974	1648	22.8	4.6	106	2351	24.2	6.5	113	2455	24.1	6.8	113	1993	21.2	5.5	99
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	56095	2620	36.3	4.7	109	3928	40.5	7.0	121	4503	44.3	8.0	132	3875	41.2	6.9	123
	TELEVISION IMPERATIVE	47170	1711	23.7	3.6	84	2177	22.4	4.6	80	1979	19.5	4.2	69	2071	22.0	4.4	78
	QUINTILE 1	33748	1411	19.6	4.2	97	2267	23.4	6.7	116	2387	23.5	7.1	117	2482	26.4	7.4	131
	OUTDOOR IMPERATIVE	52785	2636	36.5	5.0	116	3453	35.6	6.5	113	3612	35.5	6.8	113				

	TOTAL U.S. '000	COFFEE				CREME DE CACAO				CREME DE MENTHE				PEPPERMINT SCHNAPPES			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	7216	100.0	4.3	100	9707	100.0	5.8	100	10174	100.0	6.1	100	9395	100.0	5.6	100
ATLANTIC MONTHLY	867	**84	1.2	9.7	225	**48	0.5	5.5	96	**28	0.3	3.2	53	**92	1.0	10.6	189
BARRON'S	1580	*184	2.5	11.6	271	*199	2.1	12.6	218	**145	1.4	9.2	151	**96	1.0	6.1	108
BETTER HOMES & GARDENS	22203	910	12.6	4.1	95	1719	17.7	7.7	134	1962	19.3	8.8	146	1324	14.1	6.0	106
BON APPETIT	3810	339	4.7	8.9	207	444	4.6	11.7	201	389	3.8	10.2	168	295	3.1	7.7	138
BUSINESS WEEK	4663	258	3.6	5.5	129	419	4.3	9.0	155	386	3.8	8.3	136	312	3.3	6.7	119
CAR AND DRIVER	3102	*124	1.7	4.0	93	*152	1.6	4.9	85	*175	1.7	5.6	93	*219	2.3	7.1	126
CBS MAGAZINE NETWORK (GROSS)	7311	333	4.6	4.6	106	433	4.5	5.9	102	434	4.3	5.9	98	624	6.6	8.5	152
CHANGING TIMES	3400	*184	2.5	5.4	126	355	3.7	10.4	180	286	2.8	8.4	139	*264	2.8	7.8	139
COLONIAL HOMES	1796	*129	1.8	7.2	167	*137	1.4	7.6	132	*171	1.7	9.5	157	*140	1.5	7.8	139
CONDE NAST MAG. PKG. (GROSS)	19924	1482	20.5	7.4	173	1620	16.7	8.1	140	1730	17.0	8.7	143	1928	20.5	9.7	173
CONSUMERS DIGEST	3125	**100	1.4	3.2	74	290	3.0	9.3	160	*247	2.4	7.9	130	*278	3.0	8.9	159
COSMOPOLITAN	10577	781	10.8	7.4	172	883	9.1	8.3	144	855	8.4	8.1	133	1122	11.9	10.6	189
COUNTRY LIVING	3746	*185	2.6	4.9	115	382	3.9	10.2	176	374	3.7	10.0	165	312	3.3	8.3	149
CUISINE	2214	*199	2.8	9.0	209	217	2.2	9.8	169	*204	2.0	9.2	152	*211	2.2	9.5	170
CYCLE WORLD	2394	**38	0.5	1.6	37	**89	0.9	3.7	64	**91	0.9	3.8	63	*203	2.2	8.5	151
DCI:CREATIVE IDEAS FOR LIV	3068	*87	1.2	2.8	66	*152	1.6	5.0	86	*155	1.5	5.1	83	*170	1.8	5.5	99
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	297	4.1	3.1	72	451	4.6	4.7	82	589	5.8	6.2	102	352	3.7	3.7	66
DISCOVER	2277	**88	1.2	3.9	90	*167	1.7	7.3	127	*198	1.9	8.7	143	*142	1.5	6.2	111
EBONY	7187	*126	1.7	1.8	41	244	2.5	3.4	59	*184	1.8	2.6	42	*279	3.0	3.9	69
ESQUIRE	2560	*130	1.8	5.1	118	*162	1.7	6.3	109	*156	1.5	6.1	100	*175	1.9	6.8	122
ESSENCE	3242	**85	1.2	2.6	61	**101	1.0	3.1	54	**65	0.6	2.0	33	**149	1.6	4.6	82
FAMILY CIRCLE	19639	970	13.4	4.9	115	1386	14.3	7.1	122	1634	16.1	8.3	137	1242	13.2	6.3	113
THE FAMILY HANDYMAN	3540	*242	3.4	6.8	159	*199	2.1	5.6	97	*267	2.6	7.5	124	382	4.1	10.8	193
FAMILY WEEKLY	23924	829	11.5	3.5	81	1244	12.8	5.2	90	1571	15.4	6.6	108	1442	15.3	6.0	108
FIELD & STREAM	9883	303	4.2	3.1	71	443	4.6	4.5	77	420	4.1	4.2	70	710	7.6	7.2	128
FOOD & WINE	1030	**52	0.7	5.0	117	*123	1.3	11.9	206	**66	0.6	6.4	106	**99	1.1	9.6	172
FORBES	2679	236	3.3	8.8	205	381	3.9	14.2	246	321	3.2	12.0	198	*148	1.6	5.5	99
FORTUNE	2931	314	4.4	10.7	249	272	2.8	9.3	160	351	3.4	12.0	197	*256	2.7	8.7	156
GENTLEMEN'S QUARTERLY	3481	*318	4.4	9.1	212	*300	3.1	8.6	149	*247	2.4	7.1	117	462	4.9	13.3	237
GLAMOUR	7163	613	8.5	8.6	199	638	6.6	8.9	154	621	6.1	8.7	143	717	7.6	10.0	179
GOLF DIGEST	2355	*106	1.5	4.5	105	281	2.9	11.9	206	*264	2.6	11.2	185	*179	1.9	7.6	136
GOLF DIGEST/TENNIS (GROSS)	3610	*188	2.6	5.2	121	390	4.0	10.8	187	305	3.0	8.4	139	256	2.7	7.1	127
GOLF MAGAZINE	2046	*117	1.6	5.7	133	*234	2.4	11.4	198	*204	2.0	10.0	164	*139	1.5	6.8	121
GOLF MAGAZINE/SKI (GROSS)	3547	*204	2.8	5.8	134	399	4.1	11.2	194	390	3.8	11.0	181	251	2.7	7.1	126
GOOD HOUSEKEEPING	20353	997	13.8	4.9	114	1446	14.9	7.1	123	1682	16.5	8.3	136	1244	13.2	6.1	109
HARPER'S BAZAAR	3362	*216	3.0	6.4	149	*275	2.8	8.2	141	*263	2.6	7.8	129	*226	2.4	6.7	120
HEALTH	2987	**117	1.6	3.9	91	*214	2.2	7.2	124	*187	1.8	6.3	103	*194	2.1	6.5	116
HEARST MAG CORP. BUY (GROSS)	67928	3596	49.8	5.3	123	5166	53.2	7.6	131	5490	54.0	8.1	133	5333	56.8	7.9	140
HEARST MAN POWER (GROSS)	11282	377	5.2	3.3	78	673	6.9	6.0	103	661	6.5	5.9	97	1149	12.2	10.2	182
HEARST WOMAN POWER (GROSS)	40514	2271	31.5	5.6	130	3027	31.2	7.5	129	3282	32.3	8.1	134	2960	31.5	7.3	130
HOUSE BEAUTIFUL	4885	268	3.7	5.5	128	512	5.3	10.5	181	545	5.4	11.2	184	*327	3.5	6.7	120
INC.	1308	**96	1.3	7.3	171	**141	1.5	10.8	186	*180	1.8	13.8	227	**121	1.3	9.3	165
JET	6498	*193	2.7	3.0	69	241	2.5	3.7	64	*186	1.8	2.9	47	*265	2.8	4.1	73
LADIES' HOME JOURNAL	14797	708	9.8	4.8	111	1044	10.8	7.1	122	1221	12.0	8.3	136	922	9.8	6.2	111
LHJ FAMILY GRP COMBO(GROSS)	21743	1035	14.3	4.8	111	1653	17.0	7.6	131	1807	17.8	8.3	137	1548	16.5	7.1	127
LIFE	9881	555	7.7	5.6	131	632	6.5	6.4	111	620	6.1	6.3	103	881	9.4	8.9	159
L.A. TIMES HOME MAGAZINE	2775	280	3.9	10.1	235	*230	2.4	8.3	143	*188	1.8	6.8	112	*196	2.1	7.1	126
MADMOISELLE	4219	*288	4.0	6.8	159	*285	2.9	6.8	117	389	3.8	9.2	152	422	4.5	10.0	179
MC CALL'S	16422	902	12.5	5.5	128	1198	12.3	7.3	126	1314	12.9	8.0	132	1117	11.9	6.8	121
MC CALL'S/MRK MOTHER (GROSS)	17919	976	13.5	5.4	127	1309	13.5	7.3	126	1461	14.4	8.2	134	1286	13.7	7.2	128
MECHANIX ILLUSTRATED	4433	*171	2.4	3.9	90	*224	2.3	5.1	87	*234	2.3	5.3	87	354	3.8	8.0	143
METROPOLITAN HOME	1504	**84	1.2	5.6	130	*84	0.9	5.6	97	**98	1.0	6.5	107	**50	0.5	3.3	59
MONEY	4723	336	4.7	7.1	165	510	5.3	10.8	187	546	5.4	11.6	191	375	4.0	7.9	142
MOTHER EARTH NEWS	2325	*110	1.5	4.7	110	*258	2.7	11.1	192	*245	2.4	10.5	174	*240	2.6	10.3	184
MS.	1189	**63	0.9	5.3	123	*156	1.6	13.1	227	*147	1.4	12.4	204	*178	1.9	15.0	267
NATIONAL ENQUIRER	18892	657	9.1	3.5	81	959	9.9	5.1	88	1114	10.9	5.9	97	1199	12.8	6.3	113
NATIONAL GEOGRAPHIC	22129	1233	17.1	5.6	130	1973	20.3	8.9	154	1962	19.3	8.9	146	1502	16.0	6.8	121
NATIONAL SUNDAY MAGAZINE PKG	103750	4880	67.6	4.7	109	6731	69.3	6.5	112	7430	73.0	7.2	118	6624	70.5	6.4	114
NATURAL HISTORY	1379	**67	0.9	4.9	113	*163	1.7	11.8	204	*135	1.3	9.8	161	**89	0.9	6.5	115
NEW WOMAN	2289	**147	2.0	6.4	149	*175	1.8	7.6	132	*155	1.5	6.8	112	*226	2.4	9.9	176
NEW YORK INCLUDING CUE	1088	*91	1.3	8.4	194	*80	0.8	7.4	127	*59	0.6	5.4	89	**49	0.5	4.5	80
THE NEW YORKER	2459	235	3.3	9.6	222	258	2.7	10.5	181	309	3.0	12.6	207	227	2.4	9.2	165
NEWSWEEK	16527	940	13.0	5.7	132	1131	11.7	6.8	118	1258	12.4	7.6	125	1210	12.9	7.3	131
THE N.Y. TIMES DAILY EDITION	2739	286	4.0	10.4	243	328	3.4	12.0	207	390	3.8	14.2	235	*128	1.4	4.7	83
THE N.Y. TIMES MAGAZINE	4443	386	5.3	8.7	202	499	5.1	11.2	194	590	5.8	13.3	219	300	3.2	6.8	121
OMNI	2799	*157	2.2	5.6	130	*206	2.1	7.4	127	*133	1.3	4.8	78	291	3.1	10.4	186
ON CABLE	2209	**67	0.9	3.0	70	*240	2.5	10.9	188	*171	1.7	7.7	128	*252	2.7	11.4	204
1001 HOME IDEAS	3959	*210	2.9	5.3	123	395	4.1	10.0	172	399	3.9	10.1	166	432	4.6	10.9	195
ORGANIC GARDENING	3111	*174	2.4	5.6	130	259	2.7	8.3	144	352	3.5	11.3	187	*237	2.5	7.6	136
OUTDOOR LIFE	5024	*126	1.7	2.5	58	233	2.4	4.6	80	296	2.9	5.9	97	397	4.2	7.9	141
PARADE MAGAZINE	51292	2528	35.0	4.9	115	3285	33.8	6.4	111	3497	34.4	6.8	112	2993	31.9	5.8	104

	TOTAL U.S. '000	COFFEE				CREME DE CACAO				CREME DE MENTHE				PEPPERMINT SCHNAPPES			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	7216	100.0	4.3	100	9707	100.0	5.8	100	10174	100.0	6.1	100	9395	100.0	5.6	100
PARENTS	5298	310	4.3	5.9	136	432	4.5	8.2	141	387	3.8	7.3	120	424	4.5	8.0	143
PENTHOUSE	5129	326	4.5	6.4	148	304	3.1	5.9	102	282	2.8	5.5	91	717	7.6	14.0	250
PEOPLE	21070	1369	19.0	6.5	151	1676	17.3	8.0	137	1545	15.2	7.3	121	1936	20.6	9.2	164
PLAYBOY	10562	604	8.4	5.7	133	576	5.9	5.5	94	643	6.3	6.1	100	1109	11.8	10.5	187
POPULAR HOT RODDING	2498	**75	1.0	3.0	70	**99	1.0	4.0	68	**115	1.1	4.6	76	*203	2.2	8.1	145
POPULAR MECHANICS	5887	237	3.3	4.0	94	394	4.1	6.7	116	345	3.4	5.9	97	519	5.5	8.8	157
POPULAR SCIENCE	4317	*225	3.1	5.2	121	262	2.7	6.1	105	344	3.4	8.0	131	428	4.6	9.9	177
PREVENTION	5792	205	2.8	3.5	82	403	4.2	7.0	120	384	3.8	6.6	109	260	2.8	4.5	80
PSYCHOLOGY TODAY	3284	*225	3.1	6.9	159	260	2.7	7.9	137	*237	2.3	7.2	119	299	3.2	9.1	163
READER'S DIGEST	40046	1579	21.9	3.9	92	2663	27.4	6.6	115	3002	29.5	7.5	124	2274	24.2	5.7	101
REDBOOK	9584	493	6.8	5.1	120	697	7.2	7.3	126	744	7.3	7.8	128	594	6.3	6.2	111
ROAD & TRACK	2590	*158	2.2	6.1	142	**173	1.8	6.7	115	**192	1.9	7.4	122	*192	2.0	7.4	132
ROLLING STONE	3302	*216	3.0	6.5	152	*217	2.2	6.6	114	*130	1.3	3.9	65	438	4.7	13.3	237
RUNNER'S WORLD	1229	**84	1.2	6.8	159	**144	1.5	11.7	202	**139	1.4	11.3	186	**46	0.5	3.7	67
SATURDAY EVENING POST	2110	**89	1.2	4.2	98	*123	1.3	5.8	101	*184	1.8	8.7	144	*124	1.3	5.9	105
SCIENCE 84	1543	*126	1.7	8.2	190	**102	1.1	6.6	114	*158	1.6	10.2	169	*195	2.1	12.6	226
SCIENCE DIGEST	1747	**56	0.8	3.2	75	**117	1.2	6.7	116	*130	1.3	7.4	123	*185	2.0	10.6	189
SCIENTIFIC AMERICAN	1994	*112	1.6	5.6	131	*181	1.9	9.1	157	*215	2.1	10.8	178	*150	1.6	7.5	134
SELF	3119	*175	2.4	5.6	130	*260	2.7	8.3	144	*286	2.8	9.2	151	334	3.6	10.7	191
SEVENTEEN	3923	*154	2.1	3.9	91	*225	2.3	5.7	99	*213	2.1	5.4	90	*251	2.7	6.4	114
SKI	1501	**88	1.2	5.9	136	*165	1.7	11.0	190	*186	1.8	12.4	204	*113	1.2	7.5	134
SMITHSONIAN	5976	311	4.3	5.2	121	562	5.8	9.4	162	587	5.8	9.8	162	339	3.6	5.7	101
SOAP OPERA DIGEST	4228	*152	2.1	3.6	84	*269	2.8	6.4	110	*206	2.0	4.9	80	303	3.2	7.2	128
SOUTHERN LIVING	6488	210	2.9	3.2	75	299	3.1	4.6	80	434	4.3	6.7	110	*182	1.9	2.8	50
SPORT	3500	**147	2.0	4.2	98	*230	2.4	6.6	114	*288	2.8	8.2	136	319	3.4	9.1	163
THE SPORTING NEWS	2456	**68	0.9	2.8	64	*204	2.1	8.3	144	*173	1.7	7.0	116	*248	2.6	10.1	180
SPORTS AFIELD	3648	**84	1.2	2.3	54	*162	1.7	4.4	77	*186	1.8	5.1	84	445	4.7	12.2	218
SPORTS ILLUSTRATED	14484	741	10.3	5.1	119	876	9.0	6.0	105	966	9.5	6.7	110	993	10.6	6.9	122
STAR	12661	478	6.6	3.8	88	522	5.4	4.1	71	673	6.6	5.3	88	665	7.1	5.3	94
SUNDAY	52799	2624	36.4	5.0	116	3828	39.4	7.3	125	4013	39.4	7.6	125	3629	38.6	6.9	123
SUNSET	3513	282	3.9	8.0	187	516	5.3	14.7	254	440	4.3	12.5	206	*202	2.2	5.8	103
TV GUIDE	42766	2001	27.7	4.7	109	2397	24.7	5.6	97	2531	24.9	5.9	98	2571	27.4	6.0	107
TENNIS	1254	**82	1.1	6.5	152	**109	1.1	8.7	150	**41	0.4	3.3	54	**77	0.8	6.1	110
TIME	22054	1428	19.8	6.5	151	1839	18.9	8.3	144	1824	17.9	8.3	136	1589	16.9	7.2	129
TOWN & COUNTRY	1555	**123	1.7	7.9	184	*135	1.4	8.7	150	*162	1.6	10.4	172	*157	1.7	10.1	180
TRAVEL & LEISURE	2173	220	3.0	10.1	235	273	2.8	12.6	217	263	2.6	12.1	200	*162	1.7	7.5	133
TRUE STORY	4636	**100	1.4	2.2	50	*135	1.4	2.9	50	*143	1.4	3.1	51	305	3.2	6.6	117
U.S. NEWS & WORLD REPORT	10353	454	6.3	4.4	102	727	7.5	7.0	121	847	8.3	8.2	135	816	8.7	7.9	141
USA TODAY	4994	271	3.8	5.4	126	495	5.1	9.9	171	476	4.7	9.5	157	359	3.8	7.2	128
US	3528	*209	2.9	5.9	138	338	3.5	9.6	166	*201	2.0	5.7	94	338	3.6	9.6	171
VOGUE	5424	406	5.6	7.5	174	437	4.5	8.1	139	434	4.3	8.0	132	455	4.8	8.4	150
WALL STREET JOURNAL	6292	359	5.0	5.7	133	776	8.0	12.3	213	660	6.5	10.5	173	353	3.8	5.6	100
WEIGHT WATCHERS	2762	**107	1.5	3.9	90	*230	2.4	8.3	144	*288	2.8	10.4	172	*172	1.8	6.2	111
WOMAN'S DAY	16320	823	11.4	5.0	117	1201	12.4	7.4	127	1441	14.2	8.8	146	995	10.6	6.1	109
WORKING MOTHER	1496	**74	1.0	4.9	115	**111	1.1	7.4	128	**147	1.4	9.8	162	*169	1.8	11.3	202
WORKING WOMAN	1851	**127	1.8	6.9	159	**143	1.5	7.7	133	**192	1.9	10.4	171	*215	2.3	11.6	207
WORLD TENNIS	580	**63	0.9	10.9	252	**35	0.4	6.0	104	**35	0.3	6.0	99	**40	0.4	6.9	123
ZIFF-DAVIS MAG NETWK (GROSS)	12412	623	8.6	5.0	117	758	7.8	6.1	106	771	7.6	6.2	102	922	9.8	7.4	133
BLAIR INSERTS	91671	4504	62.4	4.9	114	6223	64.1	6.8	117	6785	66.7	7.4	122	5987	63.7	6.5	117
DAILY NEWSPAPERS																	
READ ANY	109190	4927	68.3	4.5	105	7007	72.2	6.4	111	7604	74.7	7.0	115	6604	70.3	6.0	108
READ ONE	89587	3790	52.5	4.2	98	5436	56.0	6.1	105	5827	57.3	6.5	107	5289	56.3	5.9	105
READ TWO OR MORE	19602	1138	15.8	5.8	135	1571	16.2	8.0	138	1777	17.5	9.1	149	1315	14.0	6.7	120
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5112	70.8	4.7	108	7250	74.7	6.6	114	7880	77.5	7.2	118	6901	73.5	6.3	112
READ ONE	95074	4270	59.2	4.5	104	5943	61.2	6.3	108	6428	63.2	6.8	111	5734	61.0	6.0	108
READ TWO OR MORE	14588	843	11.7	5.8	134	1308	13.5	9.0	155	1452	14.3	10.0	164	1167	12.4	8.0	143
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.57				32.33				32.00				34.36			
30 DAY REACH	149706	6718	93.1	4.5	104	8904	91.7	5.9	103	9298	91.4	6.2	102	8625	91.8	5.8	103
50 SHWG - 30 DAY AV FREQ	15.16	16.96				16.68				16.60				17.70			
30 DAY REACH	142406	6476	89.7	4.5	106	8661	89.2	6.1	105	8990	88.4	6.3	104	8400	89.4	5.9	105
25 SHWG - 30 DAY AV FREQ	8.23	9.14				8.91				8.81				9.29			
30 DAY REACH	131152	5994	83.1	4.6	106	8109	83.5	6.2	107	8449	83.0	6.4	106	8014	85.3	6.1	109
CABLE TV: HOME WIRED	66879	2994	41.5	4.5	104	4338	44.7	6.5	112	4675	46.0	7.0	115	4303	45.8	6.4	115
HOME NOT WIRED	100848	4223	58.5	4.2	97	5370	55.3	5.3	92	5499	54.0	5.5	90	5092	54.2	5.0	90
HAVE PAY CABLE	35024	1658	23.0	4.7	110	2451	25.2	7.0	121	2693	26.5	7.7	127	2470	26.3	7.1	126

	TOTAL U.S. '000	SLOE GIN				TRIPLE SEC				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX								
TOTAL ADULTS	167727	5044	100.0	3.0	100	4293	100.0	2.6	100								
MALES	79263	2074	41.1	2.6	87	1941	45.2	2.4	96								
FEMALES	88464	2970	58.9	3.4	112	2353	54.8	2.7	104								
18 - 24	28671	1553	30.8	5.4	180	955	22.2	3.3	130								
25 - 34	39536	1747	34.6	4.4	147	1081	25.2	2.7	107								
35 - 44	28978	833	16.5	2.9	96	904	21.1	3.1	122								
45 - 54	22345	501	9.9	2.2	75	628	14.6	2.8	110								
55 - 64	22224	*248	4.9	1.1	37	*548	12.8	2.5	96								
65 OR OLDER	25973	*162	3.2	0.6	21	*177	4.1	0.7	27								
18 - 34	68207	3300	65.4	4.8	161	2036	47.4	3.0	117								
18 - 49	108058	4379	86.8	4.1	135	3233	75.3	3.0	117								
25 - 54	90859	3080	61.1	3.4	113	2613	60.9	2.9	112								
35 - 49	39851	1079	21.4	2.7	90	1197	27.9	3.0	117								
50 OR OLDER	59669	665	13.2	1.1	37	1060	24.7	1.8	69								
GRADUATED COLLEGE	28091	762	15.1	2.7	90	1405	32.7	5.0	195								
ATTENDED COLLEGE	28938	1113	22.1	3.8	128	1190	27.7	4.1	161								
GRADUATED HIGH SCHOOL	65503	2130	42.2	3.3	108	1196	27.9	1.8	71								
DID NOT GRADUATE HIGH SCHOOL	45195	1040	20.6	2.3	77	*502	11.7	1.1	43								
EMPLOYED MALES	56429	1622	32.2	2.9	96	1608	37.5	2.8	111								
EMPLOYED FEMALES	43971	1919	38.0	4.4	145	1444	33.6	3.3	128								
EMPLOYED FULL-TIME	87773	3058	60.6	3.5	116	2598	60.5	3.0	116								
EMPLOYED PART-TIME	12627	*483	9.6	3.8	127	*454	10.6	3.6	140								
NOT EMPLOYED	67327	1503	29.8	2.2	74	1241	28.9	1.8	72								
PROFESSIONAL/MANAGER	25845	734	14.6	2.8	94	1122	26.1	4.3	170								
TECH/CLERICAL/SALES	30895	1219	24.2	3.9	131	1062	24.7	3.4	134								
PRECISION/CRAFT	12629	*340	6.7	2.7	90	*228	5.3	1.8	71								
OTHER EMPLOYED	31031	1248	24.7	4.0	134	641	14.9	2.1	81								
SINGLE	35557	1692	33.5	4.8	158	1085	25.3	3.1	119								
MARRIED	103585	2636	52.3	2.5	85	2552	59.4	2.5	96								
DIVORCED/SEPARATED/WIDOWED	28585	715	14.2	2.5	83	656	15.3	2.3	90								
PARENTS	59295	2104	41.7	3.5	118	1440	33.5	2.4	95								
WHITE	146081	4406	87.4	3.0	100	4038	94.1	2.8	108								
BLACK	17974	572	11.3	3.2	106	**165	3.8	0.9	36								
OTHER	3672	*66	1.3	1.8	60	**90	2.1	2.5	96								
NORTHEAST-CENSUS	37005	1266	25.1	3.4	114	1145	26.7	3.1	121								
NORTH CENTRAL	42642	1917	38.0	4.5	149	773	18.0	1.8	71								
SOUTH	56777	1198	23.8	2.1	70	975	22.7	1.7	67								
WEST	31303	664	13.2	2.1	71	1400	32.6	4.5	175								
NORTHEAST-MKTG.	38125	1123	22.3	2.9	98	1060	24.7	2.8	109								
EAST CENTRAL	24794	1078	21.4	4.3	145	520	12.1	2.1	82								
WEST CENTRAL	28511	1433	28.4	5.0	167	700	16.3	2.5	96								
SOUTH	48953	942	18.7	1.9	64	837	19.5	1.7	67								
PACIFIC	27344	*469	9.3	1.7	57	1176	27.4	4.3	168								
COUNTY SIZE A	69301	2106	41.8	3.0	101	2068	48.2	3.0	117								
COUNTY SIZE B	50633	1465	29.0	2.9	96	1303	30.4	2.6	101								
COUNTY SIZE C	26259	672	13.3	2.6	85	704	16.4	2.7	105								
COUNTY SIZE D	21534	801	15.9	3.7	124	**218	5.1	1.0	40								
METRO CENTRAL CITY	50014	1442	28.6	2.9	96	1376	32.1	2.8	107								
METRO SUBURBAN	76832	2414	47.9	3.1	104	2210	51.5	2.9	112								
NON METRO	40881	1188	23.6	2.9	97	707	16.5	1.7	68								
TOP 5 ADI'S	39550	1035	20.5	2.6	87	1108	25.8	2.8	109								
TOP 10 ADI'S	54877	1395	27.7	2.5	85	1523	35.5	2.8	108								
TOP 20 ADI'S	77516	2220	44.0	2.9	95	2310	53.8	3.0	116								
HSGLD INC. \$50,000 OR MORE	17257	*461	9.1	2.7	89	929	21.6	5.4	210								
\$40,000 OR MORE	33235	931	18.5	2.8	93	1574	36.7	4.7	185								
\$30,000 OR MORE	59693	1757	34.8	2.9	98	2425	56.5	4.1	159								
\$25,000 OR MORE	76275	2299	45.6	3.0	100	2909	67.8	3.8	149								
\$20,000 - \$24,999	18607	556	11.0	3.0	99	*395	9.2	2.1	83								
\$15,000 - \$19,999	17175	612	12.1	3.6	118	*365	8.5	2.1	83								
\$10,000 - \$14,999	24569	875	17.3	3.6	118	*299	7.0	1.2	48								
UNDER \$10,000	31101	702	13.9	2.3	75	*326	7.6	1.0	41								
HOUSEHOLD OF 1 PERSON	19441	377	7.5	1.9	64	538	12.5	2.8	108								
2 PEOPLE	51803	1125	22.3	2.2	72	1098	25.6	2.1	83								
3 OR 4 PEOPLE	64933	2437	48.3	3.6	121	2003	46.7	3.0	117								
5 OR MORE PEOPLE	29550	1105	21.9	3.7	124	*655	15.3	2.2	87								
NO CHILD IN HSHLD	96587	2421	48.0	2.5	83	2613	60.9	2.7	106								
CHILD(REN) UNDER 2 YRS	10844	*440	8.7	4.1	135	*310	7.2	2.9	112								
2 - 5 YEARS	26358	1123	22.3	4.3	142	645	15.0	2.4	96								
6 - 11 YEARS	30453	1211	24.0	4.0	132	767	17.9	2.5	98								
12 - 17 YEARS	36575	1150	22.8	3.1	105	954	22.2	2.6	102								
RESIDENCE OWNED	117770	3193	63.3	2.7	90	3068	71.5	2.6	102								
VALUE: \$50,000 OR MORE	70166	1772	35.1	2.5	84	2365	55.1	3.4	132								
VALUE: UNDER \$50,000	47604	1421	28.2	3.0	99	703	16.4	1.5	58								

		TOTAL U.S. '000	SLOE GIN				TRIPLE SEC											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	5044	100.0	3.0	100	4293	100.0	2.6	100								
MAGAZINES	QUINTILE 1	34022	1542	30.6	4.5	151	1397	32.5	4.1	160								
	QUINTILE 2	34800	1235	24.5	3.5	118	1241	28.9	3.6	139								
	QUINTILE 3	30514	707	14.0	2.3	77	593	13.8	1.9	76								
	QUINTILE 4	33324	846	16.8	2.5	84	619	14.4	1.9	73								
	QUINTILE 5	35066	715	14.2	2.0	68	*444	10.3	1.3	49								
NEWSPAPERS	QUINTILE 1	29107	954	18.9	3.3	109	1131	26.3	3.9	152								
	QUINTILE 2	49095	1198	23.8	2.4	81	1295	30.2	2.6	103								
	QUINTILE 3	23107	861	17.1	3.7	124	654	15.2	2.8	111								
	QUINTILE 4	33556	1206	23.9	3.6	120	769	17.9	2.3	90								
	QUINTILE 5	32863	826	16.4	2.5	84	*444	10.3	1.4	53								
OUTDOOR	QUINTILE 1	33431	1317	26.1	3.9	131	1145	26.7	3.4	134								
	QUINTILE 2	33478	1034	20.5	3.1	103	776	18.1	2.3	91								
	QUINTILE 3	33574	1165	23.1	3.5	115	947	22.1	2.8	110								
	QUINTILE 4	33935	951	18.9	2.8	93	878	20.5	2.6	101								
	QUINTILE 5	33310	577	11.4	1.7	58	548	12.8	1.6	64								
RADIO-DRIVE TIME	QUINTILE 1	33136	1273	25.2	3.8	128	1034	24.1	3.1	122								
	QUINTILE 2	31658	984	19.5	3.1	103	726	16.9	2.3	90								
	QUINTILE 3	32541	1151	22.8	3.5	118	860	20.0	2.6	103								
	QUINTILE 4	34247	923	18.3	2.7	90	950	22.1	2.8	108								
	QUINTILE 5	36144	714	14.2	2.0	66	722	16.8	2.0	78								
RADIO-MID- DAY	TERCILE 1	45037	1575	31.2	3.5	116	1244	29.0	2.8	108								
	TERCILE 2	44819	1299	25.8	2.9	96	1040	24.2	2.3	91								
	TERCILE 3	77872	2170	43.0	2.8	93	2008	46.8	2.6	101								
RADIO-TOTAL	QUINTILE 1	33763	1392	27.6	4.1	137	969	22.6	2.9	112								
	QUINTILE 2	33240	934	18.5	2.8	93	819	19.1	2.5	96								
	QUINTILE 3	33408	1075	21.3	3.2	107	880	20.5	2.6	103								
	QUINTILE 4	34792	1033	20.5	3.0	99	1006	23.4	2.9	113								
	QUINTILE 5	32524	611	12.1	1.9	62	619	14.4	1.9	74								
TV-PRIME TIME	QUINTILE 1	33090	792	15.7	2.4	80	727	16.9	2.2	86								
	QUINTILE 2	33357	1173	23.3	3.5	117	960	22.4	2.9	112								
	QUINTILE 3	33980	1029	20.4	3.0	101	877	20.4	2.6	101								
	QUINTILE 4	33854	975	19.3	2.9	96	872	20.3	2.6	101								
	QUINTILE 5	33444	1076	21.3	3.2	107	858	20.0	2.6	100								
TV-DAYTIME	TERCILE 1	49121	1343	26.6	2.7	91	877	20.4	1.8	70								
	TERCILE 2	48823	1856	36.8	3.8	126	1334	31.1	2.7	107								
	TERCILE 3	69782	1846	36.6	2.6	88	2082	48.5	3.0	117								
TV-TOTAL	QUINTILE 1	33584	843	16.7	2.5	83	520	12.1	1.5	60								
	QUINTILE 2	33441	881	17.5	2.6	88	983	22.9	2.9	115								
	QUINTILE 3	33505	1138	22.6	3.4	113	762	17.7	2.3	89								
	QUINTILE 4	33466	1028	20.4	3.1	102	1089	25.4	3.3	127								
	QUINTILE 5	33731	1154	22.9	3.4	114	939	21.9	2.8	109								
MAGAZINES-NEWSPAPERS: DUAL		44503	1371	27.2	3.1	102	1720	40.1	3.9	151								
MAGAZINE IMPERATIVE		39363	1706	33.8	4.3	144	1124	26.2	2.9	112								
NEWSPAPER IMPERATIVE		46441	1080	21.4	2.3	77	1001	23.3	2.2	84								
MAGAZINES-OUTDOOR: DUAL		33726	1423	28.2	4.2	140	1316	30.7	3.9	152								
MAGAZINE IMPERATIVE		52846	1706	33.8	3.2	107	1629	37.9	3.1	120								
OUTDOOR IMPERATIVE		52140	1376	27.3	2.6	88	944	22.0	1.8	71								
MAGAZINES-RADIO: DUAL		37081	1525	30.2	4.1	137	1395	32.5	3.8	147								
MAGAZINE IMPERATIVE		49747	1648	32.7	3.3	110	1641	38.2	3.3	129								
RADIO IMPERATIVE		49208	1342	26.6	2.7	91	818	19.1	1.7	65								
MAGAZINES-TELEVISION: DUAL		33103	883	17.5	2.7	89	1008	23.5	3.0	119								
MAGAZINE IMPERATIVE		54575	2216	43.9	4.1	135	2048	47.7	3.8	147								
TELEVISION IMPERATIVE		53249	1304	25.9	2.4	81	827	19.3	1.6	61								
NEWSPAPERS-OUTDOOR: DUAL		36255	1023	20.3	2.8	94	1228	28.6	3.4	132								
NEWSPAPER IMPERATIVE		55591	1563	31.0	2.8	93	1549	36.1	2.8	109								
OUTDOOR IMPERATIVE		48319	1904	37.7	3.9	131	1125	26.2	2.3	91								
NEWSPAPERS-RADIO: DUAL		37242	1115	22.1	3.0	100	1141	26.6	3.1	120								
NEWSPAPER IMPERATIVE		54423	1505	29.8	2.8	92	1672	38.9	3.1	120								
RADIO IMPERATIVE		46650	1776	35.2	3.8	127	1097	25.6	2.4	92								
NEWSPAPERS-TELEVISION: DUAL		35974	1004	19.9	2.8	93	954	22.2	2.7	104								
NEWSPAPER IMPERATIVE		56095	1672	33.1	3.0	99	1875	43.7	3.3	131								
TELEVISION IMPERATIVE		47170	1309	26.0	2.8	92	918	21.4	1.9	76								
OUTDOOR-RADIO: DUAL		33748	1387	27.5	4.1	137	1088	25.3	3.2	126								
OUTDOOR IMPERATIVE		52785	1590	31.5	3.0	100	1420	33.1	2.7	105								
RADIO IMPERATIVE		52882	1539	30.5	2.9	97	1194	27.8	2.3	88								
OUTDOOR-TELEVISION: DUAL		32030	967	19.2	3.0	100	964	22.5	3.0	118								
OUTDOOR IMPERATIVE		54626	2133	42.3	3.9	130	1677	39.1	3.1	120								
TELEVISION IMPERATIVE		54874	1407	27.9	2.6	85	1048	24.4	1.9	75								
RADIO-TELEVISION: DUAL		33386	847	16.8	2.5	84	767	17.9	2.3	90								
RADIO IMPERATIVE		53810	2107	41.8	3.9	130	1559	36.3	2.9	113								
TELEVISION IMPERATIVE		54023	1540	30.5	2.9	95	1193	27.8	2.2	86								

	TOTAL U.S. '000	SLOE GIN				TRIPLE SEC				A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX			
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX															
TOTAL ADULTS	167727	5044	100.0	3.0	100	4293	100.0	2.6	100															
ATLANTIC MONTHLY	867	**48	1.0	5.5	184	**32	0.7	3.7	144															
BARRON'S	1580	**79	1.6	5.0	166	**56	1.3	3.5	138															
BETTER HOMES & GARDENS	22203	910	18.0	4.1	136	670	15.6	3.0	118															
BON APPETIT	3810	**118	2.3	3.1	103	*185	4.3	4.9	190															
BUSINESS WEEK	4663	*295	5.8	6.3	210	*247	5.8	5.3	207															
CAR AND DRIVER	3102	**108	2.1	3.5	116	**99	2.3	3.2	125															
CBS MAGAZINE NETWORK (GROSS)	7311	517	10.2	7.1	235	318	7.4	4.3	170															
CHANGING TIMES	3400	*180	3.6	5.3	176	*137	3.2	4.0	157															
COLONIAL HOMES	1796	*134	2.7	7.5	248	**78	1.8	4.3	170															
CONDE NAST MAG. PKG. (GROSS)	19924	1405	27.9	7.1	234	802	18.7	4.0	157															
CONSUMERS DIGEST	3125	**154	3.1	4.9	164	**91	2.1	2.9	114															
COSMOPOLITAN	10577	547	10.8	5.2	172	390	9.1	3.7	144															
COUNTRY LIVING	3746	**151	3.0	4.0	134	*202	4.7	5.4	211															
CUISINE	2214	**126	2.5	5.7	189	*150	3.5	6.8	265															
CYCLE WORLD	2394	**132	2.6	5.5	183	**58	1.4	2.4	95															
DCI:CREATIVE IDEAS FOR LIV	3068	*180	3.6	5.9	195	**93	2.2	3.0	118															
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*325	6.4	3.4	113	275	6.4	2.9	112															
DISCOVER	2277	*154	3.1	6.8	225	**82	1.9	3.6	141															
EBONY	7187	*322	6.4	4.5	149	**111	2.6	1.5	60															
ESQUIRE	2560	**118	2.3	4.6	153	**80	1.9	3.1	122															
ESSENCE	3242	*238	4.7	7.3	244	**28	0.7	0.9	34															
FAMILY CIRCLE	19639	807	16.0	4.1	137	723	16.8	3.7	144															
THE FAMILY HANDYMAN	3540	*171	3.4	4.8	161	**116	2.7	3.3	128															
FAMILY WEEKLY	23924	791	15.7	3.3	110	604	14.1	2.5	99															
FIELD & STREAM	9883	382	7.6	3.9	129	*194	4.5	2.0	77															
FOOD & WINE	1030	**65	1.3	6.3	210	**38	0.9	3.7	144															
FORBES	2679	**137	2.7	5.1	170	*172	4.0	6.4	251															
FORTUNE	2931	**139	2.8	4.7	158	*192	4.5	6.6	256															
GENTLEMEN'S QUARTERLY	3481	*246	4.9	7.1	235	*103	2.4	3.0	116															
GLAMOUR	7163	500	9.9	7.0	232	*352	8.2	4.9	192															
GOLF DIGEST	2355	**118	2.3	5.0	167	*162	3.8	6.9	269															
GOLF DIGEST/TENNIS (GROSS)	3610	**194	3.8	5.4	179	*219	5.1	6.1	237															
GOLF MAGAZINE	2046	**68	1.3	3.3	111	*136	3.2	6.6	260															
GOLF MAGAZINE/SKI (GROSS)	3547	**140	2.8	3.9	131	*180	4.2	5.1	198															
GOOD HOUSEKEEPING	20353	894	17.7	4.4	146	560	13.0	2.8	107															
HARPER'S BAZAAR	3362	**195	3.9	5.8	193	**68	1.6	2.0	79															
HEALTH	2987	**178	3.5	6.0	198	**63	1.5	2.1	82															
HEARST MAG CORP. BUY (GROSS)	67928	3433	68.1	5.1	168	2284	53.2	3.4	131															
HEARST MAN POWER (GROSS)	11282	655	13.0	5.8	193	309	7.2	2.7	107															
HEARST WOMAN POWER (GROSS)	40514	1894	37.5	4.7	155	1340	31.2	3.3	129															
HOUSE BEAUTIFUL	4885	*237	4.7	4.9	161	*212	4.9	4.3	170															
INC.	1308	**80	1.6	6.1	203	**73	1.7	5.6	218															
JET	6498	*287	5.7	4.4	147	**102	2.4	1.6	61															
LADIES' HOME JOURNAL	14797	610	12.1	4.1	137	424	9.9	2.9	112															
LHJ FAMILY GRP COMBO(GROSS)	21743	1066	21.1	4.9	163	629	14.7	2.9	113															
LIFE	9881	440	8.7	4.5	148	276	6.4	2.8	109															
L.A. TIMES HOME MAGAZINE	2775	**7	0.1	0.3	8	*170	4.0	6.1	239															
MADAMOISELLE	4219	*286	5.7	6.8	225	**89	2.1	2.1	82															
MC CALL'S	16422	751	14.9	4.6	152	457	10.6	2.8	109															
MC CALL'S/WRK MOTHER (GROSS)	17919	833	16.5	4.6	155	487	11.3	2.7	106															
MECHANIX ILLUSTRATED	4433	**169	3.4	3.8	127	*171	4.0	3.9	151															
METROPOLITAN HOME	1504	**90	1.8	6.0	199	**37	0.9	2.5	96															
MONEY	4723	*219	4.3	4.6	154	274	6.4	5.8	227															
MOTHER EARTH NEWS	2325	**125	2.5	5.4	179	**98	2.3	4.2	165															
MS.	1189	**183	3.6	15.4	512	**55	1.3	4.6	181															
NATIONAL ENQUIRER	18892	752	14.9	4.0	132	403	9.4	2.1	83															
NATIONAL GEOGRAPHIC	22129	828	16.4	3.7	124	778	18.1	3.5	137															
NATIONAL SUNDAY MAGAZINE PKG	103750	3235	64.1	3.1	104	3001	69.9	2.9	113															
NATURAL HISTORY	1379	**134	2.7	9.7	323	**47	1.1	3.4	133															
NEW WOMAN	2289	**132	2.6	5.8	192	**49	1.1	2.1	84															
NEW YORK INCLUDING CUE	1088	**58	1.1	5.3	177	**73	1.7	6.7	262															
THE NEW YORKER	2459	**113	2.2	4.6	153	*137	3.2	5.6	218															
NEWSWEEK	16527	607	12.0	3.7	122	629	14.7	3.8	149															
THE N.Y. TIMES DAILY EDITION	2739	**64	1.3	2.3	78	*170	4.0	6.2	242															
THE N.Y. TIMES MAGAZINE	4443	**77	1.5	1.7	58	*230	5.4	5.2	202															
OMNI	2799	**130	2.6	4.6	154	*129	3.0	4.6	180															
ON CABLE	2209	**90	1.8	4.1	135	**21	0.5	1.0	37															
1001 HOME IDEAS	3959	*279	5.5	7.0	234	*142	3.3	3.6	140															
ORGANIC GARDENING	3111	**96	1.9	3.1	103	**121	2.8	3.9	152															
OUTDOOR LIFE	5024	*186	3.7	3.7	123	*129	3.0	2.6	100															
PARADE MAGAZINE	51292	1622	32.2	3.2	105	1486	34.6	2.9	113															

	TOTAL U.S. '000	SLOE GIN				TRIPLE SEC											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	5044	100.0	3.0	100	4293	100.0	2.6	100								
PARENTS	5298	309	6.1	5.8	194	*178	4.1	3.4	131								
PENTHOUSE	5129	*334	6.6	6.5	217	*210	4.9	4.1	160								
PEOPLE	21070	998	19.8	4.7	158	760	17.7	3.6	141								
PLAYBOY	10562	559	11.1	5.3	176	417	9.7	3.9	154								
POPULAR HOT RODDING	2498	**123	2.4	4.9	164	**50	1.2	2.0	78								
POPULAR MECHANICS	5887	*258	5.1	4.4	146	*204	4.8	3.5	135								
POPULAR SCIENCE	4317	*159	3.2	3.7	122	*162	3.8	3.8	147								
PREVENTION	5792	*186	3.7	3.2	107	*170	4.0	2.9	115								
PSYCHOLOGY TODAY	3284	*142	2.8	4.3	144	*128	3.0	3.9	152								
READER'S DIGEST	40046	1336	26.5	3.3	111	952	22.2	2.4	93								
REDBOOK	9584	453	9.0	4.7	157	391	9.1	4.1	159								
ROAD & TRACK	2590	**124	2.5	4.8	159	**166	3.9	6.4	250								
ROLLING STONE	3302	*155	3.1	4.7	156	*117	2.7	3.5	138								
RUNNER'S WORLD	1229	**68	1.3	5.5	184	**117	2.7	9.5	372								
SATURDAY EVENING POST	2110	**75	1.5	3.6	118	**49	1.1	2.3	91								
SCIENCE 84	1543	**135	2.7	8.7	291	**91	2.1	5.9	230								
SCIENCE DIGEST	1747	**159	3.2	9.1	303	**40	0.9	2.3	89								
SCIENTIFIC AMERICAN	1994	**131	2.6	6.6	218	**124	2.9	6.2	243								
SELF	3119	*265	5.3	8.5	283	*166	3.9	5.3	208								
SEVENTEEN	3923	*266	5.3	6.8	225	**100	2.3	2.5	100								
SKI	1501	**72	1.4	4.8	160	**44	1.0	2.9	115								
SMITHSONIAN	5976	*165	3.3	2.8	92	220	5.1	3.7	144								
SOAP OPERA DIGEST	4228	*282	5.6	6.7	222	**59	1.4	1.4	55								
SOUTHERN LIVING	6488	**145	2.9	2.2	74	*182	4.2	2.8	110								
SPORT	3500	*211	4.2	6.0	200	**133	3.1	3.8	148								
THE SPORTING NEWS	2456	**163	3.2	6.6	221	**84	2.0	3.4	134								
SPORTS AFIELD	3648	*238	4.7	6.5	217	**65	1.5	1.8	70								
SPORTS ILLUSTRATED	14484	593	11.8	4.1	136	518	12.1	3.6	140								
STAR	12661	451	8.9	3.6	118	*233	5.4	1.8	72								
SUNDAY	52799	1767	35.0	3.3	111	1582	36.9	3.0	117								
SUNSET	3513	**121	2.4	3.4	115	*312	7.3	8.9	347								
TV GUIDE	42766	1515	30.0	3.5	118	1086	25.3	2.5	99								
TENNIS	1254	**76	1.5	6.1	202	**57	1.3	4.5	178								
TIME	22054	873	17.3	4.0	132	962	22.4	4.4	170								
TOWN & COUNTRY	1555	**110	2.2	7.1	235	**56	1.3	3.6	141								
TRAVEL & LEISURE	2173	**99	2.0	4.6	151	*138	3.2	6.4	248								
TRUE STORY	4636	317	6.3	6.8	227	**82	1.9	1.8	69								
U.S. NEWS & WORLD REPORT	10353	466	9.2	4.5	150	343	8.0	3.3	129								
USA TODAY	4994	*259	5.1	5.2	172	*197	4.6	3.9	154								
US	3528	*292	5.8	8.3	275	**93	2.2	2.6	103								
VOGUE	5424	*353	7.0	6.5	216	*195	4.5	3.6	140								
WALL STREET JOURNAL	6292	*188	3.7	3.0	99	380	8.9	6.0	236								
WEIGHT WATCHERS	2762	**116	2.3	4.2	140	**68	1.6	2.5	96								
WOMAN'S DAY	16320	646	12.8	4.0	132	625	14.6	3.8	150								
WORKING MOTHER	1496	**82	1.6	5.5	182	**30	0.7	2.0	78								
WORKING WOMAN	1851	**109	2.2	5.9	196	**91	2.1	4.9	192								
WORLD TENNIS	580	**63	1.2	10.9	361	**44	1.0	7.6	296								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	705	14.0	5.7	189	413	9.6	3.3	130								
BLAIR INSERTS	91671	2802	55.6	3.1	102	2708	63.1	3.0	115								
DAILY NEWSPAPERS																	
READ ANY	109190	3234	64.1	3.0	98	3138	73.1	2.9	112								
READ ONE	89587	2660	52.7	3.0	99	2388	55.6	2.7	104								
READ TWO OR MORE	19602	574	11.4	2.9	97	750	17.5	3.8	149								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3357	66.6	3.1	102	3301	76.9	3.0	118								
READ ONE	95074	2787	55.3	2.9	97	2722	63.4	2.9	112								
READ TWO OR MORE	14588	570	11.3	3.9	130	579	13.5	4.0	155								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.57				32.33											
30 DAY REACH	149706	4783	94.8	3.2	106	3971	92.5	2.7	104								
50 SHWG - 30 DAY AV FREQ	15.16	16.30				16.88											
30 DAY REACH	142406	4638	92.0	3.3	108	3811	88.8	2.7	105								
25 SHWG - 30 DAY AV FREQ	8.23	8.61				8.82											
30 DAY REACH	131152	4386	87.0	3.3	111	3646	84.9	2.8	109								
CABLE TV: HOME WIRED	66879	2374	47.1	3.5	118	1912	44.5	2.9	112								
HOME NOT WIRED	100848	2670	52.9	2.6	88	2381	55.5	2.4	92								
HAVE PAY CABLE	35024	1371	27.2	3.9	130	1049	24.4	3.0	117								

	TOTAL U.S. '000	AMARETTO DI SARONNO				BAILEY'S IRISH CREAM				B & B				DRAMBUIE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	8808	100.0	5.3	100	10107	100.0	6.0	100	3699	100.0	2.2	100	4860	100.0	2.9	100
MALES	79263	3284	37.3	4.1	79	3872	38.3	4.9	81	2152	58.2	2.7	123	2391	49.2	3.0	104
FEMALES	88464	5524	62.7	6.2	119	6235	61.7	7.0	117	1547	41.8	1.7	79	2469	50.8	2.8	96
18 - 24	28671	1146	13.0	4.0	76	1522	15.1	5.3	88	*394	10.7	1.4	62	*374	7.7	1.3	45
25 - 34	39536	2644	30.0	6.7	127	2827	28.0	7.2	119	760	20.5	1.9	87	912	18.8	2.3	80
35 - 44	28978	2320	26.3	8.0	152	2006	19.8	6.9	115	783	21.2	2.7	123	1072	22.1	3.7	128
45 - 54	22345	1251	14.2	5.6	107	1490	14.7	6.7	111	778	21.0	3.5	158	1057	21.7	4.7	163
55 - 64	22224	878	10.0	4.0	75	1450	14.3	6.5	108	573	15.5	2.6	117	806	16.6	3.6	125
65 OR OLDER	25973	569	6.5	2.2	42	812	8.0	3.1	52	412	11.1	1.6	72	639	13.1	2.5	85
18 - 34	68207	3790	43.0	5.6	106	4349	43.0	6.4	106	1154	31.2	1.7	77	1286	26.5	1.9	65
18 - 49	108058	6735	76.5	6.2	119	6988	69.1	6.5	107	2368	64.0	2.2	99	2805	57.7	2.6	90
25 - 54	90859	6215	70.6	6.8	130	6324	62.6	7.0	116	2320	62.7	2.6	116	3041	62.6	3.3	116
35 - 49	39851	2946	33.4	7.4	141	2639	26.1	6.6	110	1214	32.8	3.0	138	1519	31.3	3.8	132
50 OR OLDER	59669	2073	23.5	3.5	66	3118	30.8	5.2	87	1330	36.0	2.2	101	2056	42.3	3.4	119
GRADUATED COLLEGE	28091	2873	32.6	10.2	195	3475	34.4	12.4	205	1386	37.5	4.9	224	1731	35.6	6.2	213
ATTENDED COLLEGE	28938	2117	24.0	7.3	139	2459	24.3	8.5	141	801	21.7	2.8	126	1163	23.9	4.0	139
GRADUATED HIGH SCHOOL	65503	3006	34.1	4.6	87	3132	31.0	4.8	79	992	26.8	1.5	69	1437	29.6	2.2	76
DID NOT GRADUATE HIGH SCHOOL	45195	813	9.2	1.8	34	1041	10.3	2.3	38	*520	14.1	1.2	52	530	10.9	1.2	40
EMPLOYED MALES	56429	2876	32.7	5.1	97	3147	31.1	5.6	93	1709	46.2	3.0	137	1820	37.4	3.2	111
EMPLOYED FEMALES	43971	3638	41.3	8.3	158	4155	41.1	9.4	157	904	24.4	2.1	93	1480	30.5	3.4	116
EMPLOYED FULL-TIME	87773	5804	65.9	6.6	126	6309	62.4	7.2	119	2379	64.3	2.7	123	2924	60.2	3.3	115
EMPLOYED PART-TIME	12627	710	8.1	5.6	107	994	9.8	7.9	131	**235	6.4	1.9	84	*375	7.7	3.0	102
NOT EMPLOYED	67327	2295	26.1	3.4	65	2804	27.7	4.2	69	1085	29.3	1.6	73	1561	32.1	2.3	80
PROFESSIONAL/MANAGER	25845	2668	30.3	10.3	197	3168	31.3	12.3	203	1409	38.1	5.5	247	1629	33.5	6.3	218
TECH/CLERICAL/SALES	30895	2061	23.4	6.7	127	2378	23.5	7.7	128	660	17.8	2.1	97	976	20.1	3.2	109
PRECISION/CRAFT	12629	532	6.0	4.2	80	551	5.5	4.4	72	**165	4.5	1.3	59	*233	4.8	1.8	64
OTHER EMPLOYED	31031	1252	14.2	4.0	77	1205	11.9	3.9	64	*378	10.2	1.2	55	*461	9.5	1.5	51
SINGLE	35557	2038	23.1	5.7	109	2470	24.4	6.9	115	695	18.8	2.0	89	768	15.8	2.2	75
MARRIED	103585	5514	62.6	5.3	101	6138	60.7	5.9	98	2472	66.8	2.4	108	3206	66.0	3.1	107
DIVORCED/SEPARATED/WIDOWED	28585	1256	14.3	4.4	84	1499	14.8	5.2	87	532	14.4	1.9	84	887	18.3	3.1	107
PARENTS	59295	3280	37.2	5.5	105	3314	32.8	5.6	93	1209	32.7	2.0	92	1468	30.2	2.5	85
WHITE	146081	8351	94.8	5.7	109	9583	94.8	6.6	109	3338	90.2	2.3	104	4636	95.4	3.2	110
BLACK	17974	*332	3.8	1.8	35	*321	3.2	1.8	30	*236	6.4	1.3	60	**177	3.6	1.0	34
OTHER	3672	**126	1.4	3.4	65	**203	2.0	5.5	92	**124	3.4	3.4	153	**47	1.0	1.3	44
NORTHEAST-CENSUS	37005	3177	36.1	8.6	163	3615	35.8	9.8	162	1292	34.9	3.5	158	1809	37.2	4.9	169
NORTH CENTRAL	42642	1502	17.1	3.5	67	2231	22.1	5.2	87	682	18.4	1.6	73	889	18.3	2.1	72
SOUTH	56777	1546	17.6	2.7	52	1180	11.7	2.1	34	863	23.3	1.5	69	947	19.5	1.7	58
WEST	31303	2583	29.3	8.3	157	3081	30.5	9.8	163	862	23.3	2.8	125	1215	25.0	3.9	134
NORTHEAST-MKTG.	38125	3335	37.9	8.7	167	3778	37.4	9.9	164	1335	36.1	3.5	159	1784	36.7	4.7	161
EAST CENTRAL	24794	653	7.4	2.6	50	1091	10.8	4.4	73	*325	8.8	1.3	59	487	10.0	2.0	68
WEST CENTRAL	28511	1224	13.9	4.3	82	1679	16.6	5.9	98	635	17.2	2.2	101	731	15.0	2.6	88
SOUTH	48953	1286	14.6	2.6	50	829	8.2	1.7	28	685	18.5	1.4	63	793	16.3	1.6	56
PACIFIC	27344	2312	26.2	8.5	161	2730	27.0	10.0	166	719	19.4	2.6	119	1066	21.9	3.9	135
COUNTY SIZE A	69301	5144	58.4	7.4	141	6454	63.9	9.3	155	2158	58.3	3.1	141	2755	56.7	4.0	137
COUNTY SIZE B	50633	2188	24.8	4.3	82	2374	23.5	4.7	78	948	25.6	1.9	85	1357	27.9	2.7	92
COUNTY SIZE C	26259	1024	11.6	3.9	74	1039	10.3	4.0	66	*361	9.8	1.4	62	*541	11.1	2.1	71
COUNTY SIZE D	21534	*453	5.1	2.1	40	**240	2.4	1.1	18	*232	6.3	1.1	49	**208	4.3	1.0	33
METRO CENTRAL CITY	50014	3190	36.2	6.4	121	3234	32.0	6.5	107	1251	33.8	2.5	113	1843	37.9	3.7	127
METRO SUBURBAN	76832	4527	51.4	5.9	112	5980	59.2	7.8	129	2051	55.4	2.7	121	2534	52.1	3.3	114
NON METRO	40881	1091	12.4	2.7	51	892	8.8	2.2	36	*397	10.7	1.0	44	*483	9.9	1.2	41
TOP 5 ADI'S	39550	3715	42.2	9.4	179	4421	43.7	11.2	186	1360	36.8	3.4	156	1895	39.0	4.8	165
TOP 10 ADI'S	54877	4498	51.1	8.2	156	5421	53.6	9.9	164	1734	46.9	3.2	143	2352	48.4	4.3	148
TOP 20 ADI'S	77516	5554	63.1	7.2	136	6926	68.5	8.9	148	2342	63.3	3.0	137	3069	63.1	4.0	137
HSULD INC. \$50,000 OR MORE	17257	1925	21.9	11.2	212	2350	23.3	13.6	226	864	23.4	5.0	227	1102	22.7	6.4	220
\$40,000 OR MORE	33235	3551	40.3	10.7	203	3978	39.4	12.0	199	1557	42.1	4.7	212	1807	37.2	5.4	188
\$30,000 OR MORE	59693	5396	61.3	9.0	172	6254	61.9	10.5	174	2235	60.4	3.7	170	2838	58.4	4.8	164
\$25,000 OR MORE	76275	6389	72.5	8.4	160	7396	73.2	9.7	161	2573	69.6	3.4	153	3290	67.7	4.3	149
\$20,000 - \$24,999	18607	754	8.6	4.1	77	771	7.6	4.1	69	*375	10.1	2.0	91	557	11.5	3.0	103
\$15,000 - \$19,999	17175	610	6.9	3.6	68	722	7.1	4.2	70	*260	7.0	1.5	69	*453	9.3	2.6	91
\$10,000 - \$14,999	24569	767	8.7	3.1	59	740	7.3	3.0	50	*232	6.3	0.9	43	*379	7.8	1.5	53
UNDER \$10,000	31101	*288	3.3	0.9	18	478	4.7	1.5	26	*259	7.0	0.8	38	*182	3.7	0.6	20
HOUSEHOLD OF 1 PERSON	19441	1087	12.3	5.6	106	1241	12.3	6.4	106	469	12.7	2.4	109	635	13.1	3.3	113
2 PEOPLE	51803	2737	31.1	5.3	101	3035	30.0	5.9	97	1226	33.1	2.4	107	1812	37.3	3.5	121
3 OR 4 PEOPLE	66933	3710	42.1	5.5	106	3876	38.3	5.8	96	1494	40.4	2.2	101	1783	36.7	2.7	92
5 OR MORE PEOPLE	29950	1275	14.5	4.3	82	1955	19.3	6.6	110	*510	13.8	1.7	78	*631	13.0	2.1	74
NO CHILD IN HSHLD	96587	4979	56.5	5.2	98	6131	60.7	6.3	105	2358	63.7	2.4	111	3180	65.4	3.3	114
CHILD(REN) UNDER 2 YRS	10844	583	6.6	5.4	102	623	6.2	5.7	95	**232	6.3	2.1	97	**146	3.0	1.3	46
2 - 5 YEARS	26358	1308	14.9	5.0	94	1143	11.3	4.3	72	*370	10.0	1.4	64	*395	8.1	1.5	52
6 - 11 YEARS	30453	1463	16.6	4.8	91	1474	14.6	4.8	80	*426	11.5	1.4	63	557	11.5	1.8	63
12 - 17 YEARS	36575	1977	22.4	5.4	103	2148	21.3	5.9	97	835	22.6	2.3	104	1088	22.4	3.0	103
RESIDENCE OWNED	117770	6250	71.0	5.3	101	7266	71.9	6.2	102	2808	75.9	2.4	108	3811	78.4	3.2	112
VALUE: \$50,000 OR MORE	70166	5179	58.8	7.4	141	6397	63.3	9.1	151	2330	63.0	3.3	151	3175	65.3	4.5	156
VALUE: UNDER \$50,000	47604	1071	12.2	2.2	43	869	8.6	1.8	30	*477	12.9	1.0	45	636	13.1	1.3	46

		TOTAL U.S. '000	AMARETTO DI SARONNO				BAILEY'S IRISH CREAM				B & B				DRAMBUIE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	8808	100.0	5.3	100	10107	100.0	6.0	100	3699	100.0	2.2	100	4860	100.0	2.9	100
MAGAZINES	QUINTILE 1	34022	2731	31.0	8.0	153	3029	30.0	8.9	148	1259	34.0	3.7	168	1721	35.4	5.1	175
	QUINTILE 2	34800	2358	26.8	6.8	129	2885	28.5	8.3	138	940	25.4	2.7	122	1171	24.1	3.4	116
	QUINTILE 3	30514	1498	17.0	4.9	93	1497	14.8	4.9	81	482	13.0	1.6	72	853	17.6	2.8	96
	QUINTILE 4	33324	1323	15.0	4.0	76	1622	16.0	4.9	81	536	14.5	1.6	73	604	12.4	1.8	63
	QUINTILE 5	35066	898	10.2	2.6	49	1075	10.6	3.1	51	*482	13.0	1.4	62	510	10.5	1.5	50
NEWSPAPERS	QUINTILE 1	29107	2421	27.5	8.3	158	2869	28.4	9.9	164	1090	29.5	3.7	170	1499	30.8	5.1	178
	QUINTILE 2	49095	2873	32.6	5.9	111	3437	34.0	7.0	116	1134	30.7	2.3	105	1433	29.5	2.9	101
	QUINTILE 3	23107	1146	13.0	5.0	94	1457	14.4	6.3	105	462	12.5	2.0	91	642	13.2	2.8	96
	QUINTILE 4	33556	1521	17.3	4.5	86	1483	14.7	4.4	73	595	16.1	1.8	80	736	15.1	2.2	76
	QUINTILE 5	32863	848	9.6	2.6	49	861	8.5	2.6	43	*417	11.3	1.3	58	551	11.3	1.7	58
OUTDOOR	QUINTILE 1	33431	2245	25.5	6.7	128	2582	25.5	7.7	128	864	23.4	2.6	117	967	19.9	2.9	100
	QUINTILE 2	33478	1751	19.9	5.2	100	1992	19.7	6.0	99	754	20.4	2.3	102	1063	21.9	3.2	110
	QUINTILE 3	33574	1788	20.3	5.3	101	2005	19.8	6.0	99	721	19.5	2.1	97	921	19.0	2.7	95
	QUINTILE 4	33935	1640	18.6	4.8	92	1901	18.8	5.6	93	820	22.2	2.4	110	1297	26.7	3.8	132
	QUINTILE 5	33310	1385	15.7	4.2	79	1627	16.1	4.9	81	540	14.6	1.6	74	613	12.6	1.8	64
RADIO-DRIVE TIME	QUINTILE 1	33136	1808	20.5	5.5	104	2014	19.9	6.1	101	800	21.6	2.4	109	1132	23.3	3.4	118
	QUINTILE 2	31658	1652	18.8	5.2	99	2437	24.1	7.7	128	674	18.2	2.1	97	1036	21.3	3.3	113
	QUINTILE 3	32541	2200	25.0	6.8	129	2223	22.0	6.8	113	897	24.2	2.8	125	1041	21.4	3.2	110
	QUINTILE 4	34247	1835	20.8	5.4	102	2087	20.6	6.1	101	833	22.5	2.4	110	858	17.7	2.5	86
	QUINTILE 5	36144	1313	14.9	3.6	69	1347	13.3	3.7	62	494	13.4	1.4	62	794	16.3	2.2	76
RADIO-MID- DAY	TERCILE 1	45037	2273	25.8	5.0	96	2646	26.2	5.9	97	1042	28.2	2.3	105	1383	28.5	3.1	106
	TERCILE 2	44819	2336	26.5	5.2	99	2802	27.7	6.3	104	955	25.8	2.1	97	1203	24.8	2.7	93
	TERCILE 3	77872	4199	47.7	5.4	103	4659	46.1	6.0	99	1702	46.0	2.2	99	2275	46.8	2.9	101
RADIO-TOTAL	QUINTILE 1	33763	1755	19.9	5.2	99	1970	19.5	5.8	97	701	19.0	2.1	94	969	19.9	2.9	99
	QUINTILE 2	33240	1674	19.0	5.0	96	2343	23.2	7.0	117	761	20.6	2.3	104	1129	23.2	3.4	117
	QUINTILE 3	33408	2132	24.2	6.4	122	2472	24.5	7.4	123	904	24.4	2.7	123	1110	22.8	3.3	115
	QUINTILE 4	34792	2237	25.4	6.4	122	2153	21.3	6.2	103	828	22.4	2.4	108	949	19.5	2.7	94
	QUINTILE 5	32524	1010	11.5	3.1	59	1169	11.6	3.6	60	506	13.7	1.6	71	703	14.5	2.2	75
TV-PRIME TIME	QUINTILE 1	33090	1351	15.3	4.1	78	1765	17.5	5.3	89	785	21.2	2.4	108	953	19.6	2.9	99
	QUINTILE 2	33357	1695	19.2	5.1	97	2302	22.8	6.9	115	746	20.2	2.2	101	913	18.8	2.7	94
	QUINTILE 3	33980	2230	25.3	6.6	125	2287	22.6	6.7	112	829	22.4	2.4	111	1146	23.6	3.4	116
	QUINTILE 4	33854	2141	24.3	6.3	120	2159	21.4	6.4	106	706	19.1	2.1	95	1006	20.7	3.0	103
	QUINTILE 5	33444	1391	15.8	4.2	79	1594	15.8	4.8	79	631	17.1	1.9	86	843	17.3	2.5	87
TV-DAYTIME	TERCILE 1	49121	1804	20.5	3.7	70	2058	20.4	4.2	70	793	21.4	1.6	73	908	18.7	1.8	66
	TERCILE 2	48823	2697	30.6	5.5	105	3156	31.2	6.5	107	919	24.8	1.9	85	1309	26.9	2.7	93
	TERCILE 3	69782	4307	48.9	6.2	118	4893	48.4	7.0	116	1987	53.7	2.8	129	2644	54.4	3.8	131
TV-TOTAL	QUINTILE 1	33584	1086	12.3	3.2	62	1336	13.2	4.0	66	665	18.0	2.0	90	803	16.5	2.4	83
	QUINTILE 2	33441	1393	15.8	4.2	79	1926	19.1	5.8	96	762	20.6	2.3	103	833	17.1	2.5	86
	QUINTILE 3	33505	1985	22.5	5.9	113	2375	23.5	7.1	118	802	21.7	2.4	109	1139	23.4	3.4	117
	QUINTILE 4	33466	2532	28.7	7.6	144	2371	23.5	7.1	118	730	19.7	2.2	99	956	19.7	2.9	99
	QUINTILE 5	33731	1814	20.6	5.4	102	2098	20.8	6.2	103	741	20.0	2.2	100	1130	23.3	3.4	116
MAGAZINES-NEWSPAPERS: DUAL		44503	3579	40.6	8.0	153	4141	41.0	9.3	154	1561	42.2	3.5	159	2091	43.0	4.7	162
MAGAZINE IMPERATIVE		39363	2060	23.4	5.2	100	2226	22.0	5.7	94	799	21.6	2.0	92	1183	24.3	3.0	104
NEWSPAPER IMPERATIVE		46441	2129	24.2	4.6	87	2680	26.5	5.8	96	848	22.9	1.8	83	1104	22.7	2.4	82
MAGAZINES-OUTDOOR: DUAL		33726	2567	29.1	7.6	145	2959	29.3	8.8	146	984	26.6	2.9	132	1370	28.2	4.1	140
MAGAZINE IMPERATIVE		52846	3357	38.1	6.4	121	3722	36.8	7.0	117	1442	39.0	2.7	124	1998	41.1	3.8	130
OUTDOOR IMPERATIVE		52140	2092	23.8	4.0	76	2440	24.1	4.7	78	897	24.2	1.7	78	980	20.2	1.9	65
MAGAZINES-RADIO: DUAL		37081	2557	29.0	6.9	131	2847	28.2	7.7	127	1145	31.0	3.1	140	1458	30.0	3.9	136
MAGAZINE IMPERATIVE		49747	3510	39.9	7.1	134	3832	37.9	7.7	128	1377	37.2	2.8	126	1951	40.1	3.9	135
RADIO IMPERATIVE		49208	1971	22.4	4.0	76	2524	25.0	5.1	85	785	21.2	1.6	72	1070	22.0	2.2	75
MAGAZINES-TELEVISION: DUAL		33103	1789	20.3	5.4	103	2144	21.2	6.5	107	981	26.5	3.0	134	1149	23.6	3.5	120
MAGAZINE IMPERATIVE		54575	4322	49.1	7.9	151	4731	46.8	8.7	144	1547	41.8	2.8	129	2353	48.4	4.3	149
TELEVISION IMPERATIVE		53249	1463	16.6	2.7	52	1969	19.5	3.7	61	822	22.2	1.5	70	1040	21.4	2.0	67
NEWSPAPERS-OUTDOOR: DUAL		36255	2507	28.5	6.9	132	3153	31.2	8.7	144	1097	29.7	3.0	137	1392	28.6	3.8	133
NEWSPAPER IMPERATIVE		55591	3346	38.0	6.0	115	3829	37.9	6.9	114	1351	36.5	2.4	110	1914	39.4	3.4	119
OUTDOOR IMPERATIVE		48319	2251	25.6	4.7	89	2299	22.7	4.8	79	761	20.6	1.6	71	994	20.5	2.1	71
NEWSPAPERS-RADIO: DUAL		37242	2358	26.8	6.3	121	2940	29.1	7.9	131	984	26.6	2.6	120	1486	30.6	4.0	138
NEWSPAPER IMPERATIVE		54423	3670	41.7	6.7	128	4161	41.2	7.6	127	1526	41.3	2.8	127	1788	36.8	3.3	113
RADIO IMPERATIVE		46650	1905	21.6	4.1	78	2138	21.2	4.6	76	844	22.8	1.8	82	1053	21.7	2.3	78
NEWSPAPERS-TELEVISION: DUAL		35974	1811	20.6	5.0	96	2368	23.4	6.6	109	887	24.0	2.5	112	1110	22.8	3.1	106
NEWSPAPER IMPERATIVE		56095	4306	48.9	7.7	146	4857	48.1	8.7	144	1577	42.6	2.8	127	2255	46.4	4.0	139
TELEVISION IMPERATIVE		47170	1431	16.2	3.0	58	1644	16.3	3.5	58	837	22.6	1.8	80	954	19.6	2.0	70
OUTDOOR-RADIO: DUAL		33748	1856	21.1	5.5	105	2329	23.0	6.9	115	759	20.5	2.2	102	988	20.3	2.9	101
OUTDOOR IMPERATIVE		52785	3198	36.3	6.1	115	3321	32.9	6.3	104	1310	35.4	2.5	113	1580	32.5	3.0	103
RADIO IMPERATIVE		52882	2717	30.8	5.1	98	3330	32.9	6.3	105</								

	TOTAL U.S. '000	AMARETTO DI SARONNO				BAILEY'S IRISH CREAM				B & B				DRAMBUITE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	8808	100.0	5.3	100	10107	100.0	6.0	100	3699	100.0	2.2	100	4860	100.0	2.9	100
ATLANTIC MONTHLY	867	**59	0.7	6.8	130	**61	0.6	7.0	117	**48	1.3	5.5	251	**43	0.9	5.0	171
BARRON'S	1580	*241	2.7	15.3	290	*254	2.5	16.1	267	**137	3.7	8.7	393	*131	2.7	8.3	286
BETTER HOMES & GARDENS	22203	1560	17.7	7.0	134	1805	17.9	8.1	135	588	15.9	2.6	120	804	16.5	3.6	125
BON APPETIT	3810	602	6.8	15.8	301	492	4.9	12.9	214	*165	4.5	4.3	196	234	4.8	6.1	212
BUSINESS WEEK	4663	567	6.4	12.2	232	499	4.9	10.7	178	269	7.3	5.8	262	263	5.4	5.6	195
CAR AND DRIVER	3102	*157	1.8	5.1	96	*193	1.9	6.2	103	**156	4.2	5.0	228	**137	2.8	4.4	152
CBS MAGAZINE NETWORK (GROSS)	7311	381	4.3	5.2	99	571	5.6	7.8	130	279	7.5	3.8	173	*335	6.9	4.6	158
CHANGING TIMES	3400	293	3.3	8.6	164	301	3.0	8.9	147	*137	3.7	4.0	183	*198	4.1	5.8	201
COLONIAL HOMES	1796	*107	1.2	6.0	113	*178	1.8	9.9	164	**53	1.4	3.0	134	**78	1.6	4.3	150
CONDE NAST MAG. PKG. (GROSS)	19924	1753	19.9	8.8	168	1964	19.4	9.9	164	415	11.2	2.1	94	711	14.6	3.6	123
CONSUMERS DIGEST	3125	*180	2.0	5.8	110	*218	2.2	7.0	116	*172	4.6	5.5	250	**139	2.9	4.4	154
COSMOPOLITAN	10577	980	11.1	9.3	176	1135	11.2	10.7	178	257	6.9	2.4	110	461	9.5	4.4	150
COUNTRY LIVING	3746	334	3.8	8.9	170	313	3.1	8.4	139	**102	2.8	2.7	123	*115	2.4	3.1	106
CUISINE	2214	364	4.1	16.4	313	297	2.9	13.4	223	*125	3.4	5.6	256	*159	3.3	7.2	248
CYCLE WORLD	2394	**79	0.9	3.3	63	*182	1.8	7.6	126	**39	1.1	1.6	74	**72	1.5	3.0	104
DCI:CREATIVE IDEAS FOR LIV	3068	*169	1.9	5.5	105	*144	1.4	4.7	78	**71	1.9	2.3	105	**65	1.3	2.1	73
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	506	5.7	5.3	101	462	4.6	4.8	80	*194	5.2	2.0	92	267	5.5	2.8	96
DISCOVER	2277	*143	1.6	6.3	120	*133	1.3	5.8	97	**68	1.8	3.0	135	**52	1.1	2.3	79
EBONY	7187	*192	2.2	2.7	51	*201	2.0	2.8	46	**106	2.9	1.5	67	**80	1.6	1.1	38
ESQUIRE	2560	*165	1.9	6.4	123	*217	2.1	8.5	141	*117	3.2	4.6	207	*102	2.1	4.0	138
ESSENCE	3242	**82	0.9	2.5	48	**52	0.5	1.6	27	**40	1.1	1.2	56	**29	0.6	0.9	31
FAMILY CIRCLE	19639	1323	15.0	6.7	128	1520	15.0	7.7	128	362	9.8	1.8	84	673	13.8	3.4	118
THE FAMILY HANDYMAN	3540	210	2.4	5.9	113	254	2.5	7.2	119	*98	2.6	2.8	126	*112	2.3	3.2	109
FAMILY WEEKLY	23924	1100	12.5	4.6	88	1240	12.3	5.2	86	384	10.4	1.6	73	586	12.1	2.4	85
FIELD & STREAM	9883	373	4.2	3.8	72	470	4.7	4.8	79	*117	3.2	1.2	54	*233	4.8	2.4	81
FOOD & WINE	1030	*106	1.2	10.3	196	*99	1.0	9.6	160	**22	0.6	2.1	97	**77	1.6	7.5	258
FORBES	2679	456	5.2	17.0	324	450	4.5	16.8	279	239	6.5	8.9	405	226	4.7	8.4	291
FORTUNE	2931	385	4.4	13.1	250	561	5.6	19.1	318	301	8.1	10.3	466	254	5.2	8.7	299
GENTLEMEN'S QUARTERLY	3481	262	3.0	7.5	143	344	3.4	9.9	164	*126	3.4	3.6	164	*163	3.4	4.7	162
GLAMOUR	7163	628	7.1	8.8	167	817	8.1	11.4	189	**112	3.0	1.6	71	*222	4.6	3.1	107
GOLF DIGEST	2355	*235	2.7	10.0	190	291	2.9	12.4	205	*185	5.0	7.9	356	*182	3.7	7.7	267
GOLF DIGEST/TENNIS (GROSS)	3610	362	4.1	10.0	191	404	4.0	11.2	186	*215	5.8	6.0	270	*243	5.0	6.7	232
GOLF MAGAZINE	2046	*169	1.9	8.3	157	*236	2.3	11.5	191	*178	4.8	8.7	394	*195	4.0	9.5	329
GOLF MAGAZINE/SKI (GROSS)	3547	289	3.3	8.1	155	389	3.8	11.0	182	*233	6.3	6.6	298	*249	5.1	7.0	242
GOOD HOUSEKEEPING	20353	1252	14.2	6.2	117	1545	15.3	7.6	126	472	12.8	2.3	105	622	12.8	3.1	105
HARPER'S BAZAAR	3362	278	3.2	8.3	157	286	2.8	8.5	141	**105	2.8	3.1	142	*128	2.6	3.8	131
HEALTH	2987	*235	2.7	7.9	150	**137	1.4	4.6	76	**99	2.7	3.3	150	**86	1.8	2.9	99
HEARST MAG CORP. BUY (GROSS)	67928	4998	56.7	7.4	140	5513	54.5	8.1	135	1740	47.0	2.6	116	2403	49.4	3.5	122
HEARST MAN POWER (GROSS)	11282	592	6.7	5.2	100	640	6.3	5.7	94	284	7.7	2.5	114	431	8.9	3.8	132
HEARST WOMAN POWER (GROSS)	40514	3082	35.0	7.6	145	3457	34.2	8.5	142	925	25.0	2.3	104	1342	27.6	3.3	114
HOUSE BEAUTIFUL	4885	397	4.5	8.1	155	417	4.1	8.5	142	*173	4.7	3.5	161	*168	3.5	3.4	119
INC.	1308	*203	2.3	15.5	296	*219	2.2	16.7	278	**102	2.8	7.8	354	**101	2.1	7.7	266
JET	6498	*186	2.1	2.9	55	*162	1.6	2.5	41	**106	2.9	1.6	74	**99	2.0	1.5	53
LADIES' HOME JOURNAL	14797	1212	13.8	8.2	156	1273	12.6	8.6	143	299	8.1	2.0	92	476	9.8	3.2	111
LHJ FAMILY GRP COMBO(GROSS)	21743	1734	19.7	8.0	152	1692	16.7	7.8	129	502	13.6	2.3	105	724	14.9	3.3	115
LIFE	9881	683	7.8	6.9	132	733	7.3	7.4	123	210	5.7	2.1	96	318	6.5	3.2	111
L.A. TIMES HOME MAGAZINE	2775	490	5.6	17.7	336	487	4.8	17.5	291	*158	4.3	5.7	258	*298	6.1	10.7	371
MADEMOISELLE	4219	*281	3.2	6.7	127	321	3.2	7.6	126	**89	2.4	2.1	96	**91	1.9	2.2	74
MC CALL'S	16422	1144	13.0	7.0	133	1302	12.9	7.9	132	328	8.9	2.0	91	517	10.6	3.1	109
MC CALL'S/WRK MOTHER (GROSS)	17919	1276	14.5	7.1	136	1449	14.3	8.1	134	347	9.4	1.9	88	589	12.1	3.3	113
METAPHOR ILLUSTRATED	4433	*213	2.4	4.8	91	*268	2.7	6.0	100	*154	4.2	3.5	158	*123	2.5	2.8	96
METROPOLITAN HOME	1504	*172	2.0	11.4	218	*146	1.4	9.7	161	**81	2.2	5.4	244	**104	2.1	6.9	239
MONEY	4723	488	5.5	10.3	197	682	6.7	14.4	240	305	8.2	6.5	293	279	5.7	5.9	204
MOTHER EARTH NEWS	2325	*180	2.0	7.7	147	*175	1.7	7.5	125	**114	3.1	4.9	222	**139	2.9	6.0	206
MS.	1189	**103	1.2	8.7	165	**83	0.8	7.0	116	**43	1.2	3.6	164	**70	1.4	5.9	203
NATIONAL ENQUIRER	18892	742	8.4	3.9	75	810	8.0	4.3	71	259	7.0	1.4	62	398	8.2	2.1	73
NATIONAL GEOGRAPHIC	22129	1887	21.4	8.5	162	2081	20.6	9.4	156	823	22.2	3.7	169	1042	21.4	4.7	163
NATIONAL SUNDAY MAGAZINE PKG	103750	6387	72.5	6.2	117	7655	75.7	7.4	122	2671	72.2	2.6	117	3524	72.5	3.4	117
NATURAL HISTORY	1379	*166	1.9	12.0	229	*172	1.7	12.5	207	**77	2.1	5.6	253	**66	1.4	4.8	165
NEW WOMAN	2289	*215	2.4	9.4	179	*150	1.5	6.6	109	*30	0.8	1.3	59	**143	2.9	6.2	216
NEW YORK INCLUDING CUE	1088	*104	1.2	9.6	182	*177	1.8	16.3	270	**44	1.2	4.0	183	**71	1.5	6.5	225
THE NEW YORKER	2459	255	2.9	10.4	197	361	3.6	14.7	244	*174	4.7	7.1	321	211	4.3	8.6	296
NEWSWEEK	16527	1262	14.3	7.6	145	1633	16.2	9.9	164	593	16.0	3.6	163	642	13.2	3.9	134
THE N.Y. TIMES DAILY EDITION	2739	437	5.0	16.0	304	478	4.7	17.5	290	276	7.5	10.1	457	390	8.0	14.2	491
THE N.Y. TIMES MAGAZINE	4443	591	6.7	13.3	253	628	6.2	14.1	235	335	9.1	7.5	342	438	9.0	9.9	340
OMNI	2799	335	3.8	12.0	228	299	3.0	10.7	177	**110	3.0	3.9	178	*152	3.1	5.4	187
ON CABLE	2209	**97	1.1	4.4	84	*198	2.0	9.0	149	**16	0.4	0.7	33	**57	1.2	2.6	89
1001 HOME IDEAS	3959	287	3.3	7.2	138	282	2.8	7.1	118	**104	2.8	2.6	119	*161	3.3	4.1	140
ORGANIC GARDENING	3111	*144	1.6	4.6	88	*151	1.5	4.9	81	**86	2.3	2.8	125	**73	1.5	2.3	81
OUTDOOR LIFE	5024	*163	1.9	3.2	62	263	2.6	5.2	87	*157	4.2	3.1	142	**114	2.3	2.3	78
PARADE MAGAZINE	51292	3203	36.4	6.2	119	3788	37.5	7.4	123	1273	34.4	2.5	113	1774	36.5	3.5	119

	TOTAL U.S. '000	AMARETTO DI SARONNO				BAILEY'S IRISH CREAM				B & B				DRAMBUIC			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	8808	100.0	5.3	100	10107	100.0	6.0	100	3699	100.0	2.2	100	4860	100.0	2.9	100
PARENTS	5298	312	3.5	5.9	112	336	3.3	6.3	105	**125	3.4	2.4	107	**127	2.6	2.4	83
PENTHOUSE	5129	324	3.7	6.3	120	385	3.8	7.5	125	*144	3.9	2.8	127	*199	4.1	3.9	134
PEOPLE	21070	1589	18.0	7.5	144	1987	19.7	9.4	156	510	13.8	2.4	110	701	14.4	3.3	115
PLAYBOY	10562	763	8.7	7.2	138	864	8.5	8.2	136	317	8.6	3.0	136	390	8.0	3.7	127
POPULAR HOT RODDING	2498	**87	1.0	3.5	66	**111	1.1	4.4	74	**72	1.9	2.9	131	**59	1.2	2.4	82
POPULAR MECHANICS	5887	286	3.2	4.9	93	343	3.4	5.8	97	*201	5.4	3.4	155	276	5.7	4.7	162
POPULAR SCIENCE	4317	289	3.3	6.7	127	327	3.2	7.6	126	*189	5.1	4.4	199	340	7.0	7.9	272
PREVENTION	5792	412	4.7	7.1	135	563	5.6	9.7	161	*178	4.8	3.1	139	*178	3.7	3.1	106
PSYCHOLOGY TODAY	3284	284	3.2	8.6	165	326	3.2	9.9	165	*113	3.1	3.4	156	*163	3.4	5.0	171
READER'S DIGEST	40046	2287	26.0	5.7	109	2687	26.6	6.7	111	925	25.0	2.3	105	1435	29.5	3.6	124
REDBOOK	9584	850	9.7	8.9	169	777	7.7	8.1	135	*195	5.3	2.0	92	*259	5.3	2.7	93
ROAD & TRACK	2590	*158	1.8	6.1	116	*205	2.0	7.9	131	*192	5.2	7.4	336	**166	3.4	6.4	221
ROLLING STONE	3302	256	2.9	7.8	148	387	3.8	11.7	194	**59	1.6	1.8	81	**80	1.6	2.4	84
RUNNER'S WORLD	1229	**91	1.0	7.4	141	*156	1.5	12.7	211	**78	2.1	6.3	288	**71	1.5	5.8	199
SATURDAY EVENING POST	2110	**102	1.2	4.8	92	*131	1.3	6.2	103	**49	1.3	2.3	105	**31	0.6	1.5	51
SCIENCE 84	1543	*197	2.2	12.8	243	*190	1.9	12.3	204	**87	2.4	5.6	256	**107	2.2	6.9	239
SCIENCE DIGEST	1747	*146	1.7	8.4	159	*145	1.4	8.3	138	**37	1.0	2.1	96	**100	2.1	5.7	198
SCIENTIFIC AMERICAN	1994	249	2.8	12.5	238	*243	2.4	12.2	202	*129	3.5	6.5	293	*177	3.6	8.9	306
SELF	3119	336	3.8	10.8	205	294	2.9	9.4	156	**48	1.3	1.5	70	**124	2.6	4.0	137
SEVENTEEN	3923	*178	2.0	4.5	86	*228	2.3	5.8	96	**76	2.1	1.9	88	**79	1.6	2.0	69
SKI	1501	*120	1.4	8.0	152	*153	1.5	10.2	169	**55	1.5	3.7	166	**54	1.1	3.6	124
SMITHSONIAN	5976	574	6.5	9.6	183	708	7.0	11.8	197	309	8.4	5.2	234	509	10.5	8.5	294
SOAP OPERA DIGEST	4228	*193	2.2	4.6	87	*164	1.6	3.9	64	**22	0.6	0.5	24	*76	1.6	1.8	62
SOUTHERN LIVING	6485	336	3.8	5.2	99	318	3.1	4.9	81	*123	3.3	1.9	86	202	4.2	3.1	107
SPORT	3500	*216	2.5	6.2	118	*252	2.5	7.2	119	**136	3.7	3.9	176	**87	1.8	2.5	86
THE SPORTING NEWS	2456	*167	1.9	6.8	129	*224	2.2	9.1	151	**65	1.8	2.6	120	**81	1.7	3.3	114
SPORTS AFIELD	3648	*159	1.8	4.4	83	*152	1.5	4.2	69	**47	1.3	1.3	58	**56	1.2	1.5	53
SPORTS ILLUSTRATED	14484	985	11.2	6.8	130	1025	10.1	7.1	117	477	12.9	3.3	149	455	9.4	3.1	108
STAR	12661	445	5.1	3.5	67	499	4.9	3.9	65	*201	5.4	1.6	72	*189	3.9	1.5	52
SUNDAY	52799	3433	39.0	6.5	124	4522	44.7	8.6	142	1480	40.0	2.8	127	1948	40.1	3.7	127
SUNSET	3513	438	5.0	12.5	237	487	4.8	13.9	230	*137	3.7	3.9	177	366	7.5	10.4	360
TV GUIDE	42766	2457	27.9	5.7	109	2543	25.2	5.9	99	866	23.4	2.0	92	1069	22.0	2.5	86
TENNIS	1254	*128	1.5	10.2	194	**114	1.1	9.1	151	*31	0.8	2.5	112	**61	1.3	4.9	168
TIME	22054	1802	20.5	8.2	156	2313	22.9	10.5	174	944	25.5	4.3	194	1306	26.9	5.9	204
TOWN & COUNTRY	1555	*177	2.0	11.4	217	*146	1.4	9.4	156	*83	2.2	5.3	242	*127	2.6	8.2	282
TRAVEL & LEISURE	2173	321	3.6	14.8	281	362	3.6	16.7	276	*157	4.2	7.2	328	*202	4.2	9.3	321
TRUE STORY	4636	**124	1.4	2.7	51	**111	1.1	2.4	40	**49	1.3	1.1	48	**23	0.5	0.5	17
U.S. NEWS & WORLD REPORT	10353	682	7.7	6.6	125	982	9.7	9.5	157	461	12.5	4.5	202	527	10.8	5.1	176
USA TODAY	4994	497	5.6	10.0	190	414	4.1	8.3	138	277	7.5	5.5	252	318	6.5	6.4	220
US	3528	247	2.8	7.0	133	262	2.6	7.4	123	**77	2.1	2.2	99	**113	2.3	3.2	111
VOGUE	5424	508	5.8	9.4	178	532	5.3	9.8	163	*166	4.5	3.1	139	274	5.6	5.1	174
WALL STREET JOURNAL	6292	703	8.0	11.2	213	747	7.4	11.9	197	464	12.5	7.4	334	519	10.7	8.2	285
WEIGHT WATCHERS	2762	*164	1.9	5.9	113	*152	1.5	5.5	91	*445	1.2	1.6	74	*550	1.0	1.8	62
WOMAN'S DAY	16320	1181	13.4	7.2	138	1295	12.8	7.9	132	341	9.2	2.1	95	580	11.9	3.6	123
WORKING WOMAN	1496	**132	1.5	8.8	168	**147	1.5	9.8	163	**20	0.5	1.3	61	**72	1.5	4.8	166
WORKING WOMAN	1851	*266	3.0	14.4	274	*347	3.4	18.7	311	**67	1.8	3.6	164	**143	2.9	7.7	267
WORLD TENNIS	580	**65	0.7	11.2	213	**71	0.7	12.2	203	**8	0.2	1.4	63	**34	0.7	5.9	202
ZIFF-DAVIS MAG NETWK (GROSS)	12412	705	8.0	5.7	108	883	8.7	7.1	118	373	10.1	3.0	136	507	10.4	4.1	141
BLAIR INSERTS	91671	6110	69.4	6.7	127	7421	73.4	8.1	134	2562	69.3	2.8	127	3463	71.3	3.8	130
DAILY NEWSPAPERS																	
READ ANY	109190	6376	72.4	5.8	111	7616	75.4	7.0	116	2748	74.3	2.5	114	3571	73.5	3.3	113
READ ONE	89587	4749	53.9	5.3	101	5685	56.2	6.3	105	1955	52.9	2.2	99	2550	52.5	2.8	98
READ TWO OR MORE	19602	1626	18.5	8.3	158	1931	19.1	9.9	163	792	21.4	4.0	183	1021	21.0	5.2	180
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6961	79.0	6.3	121	8181	80.9	7.5	124	2865	77.5	2.6	118	3798	78.1	3.5	120
READ ONE	95074	5846	66.4	6.1	117	6668	66.0	7.0	116	2272	61.4	2.4	108	3001	61.7	3.2	109
READ TWO OR MORE	14588	1115	12.7	7.6	146	1514	15.0	10.4	172	593	16.0	4.1	184	797	16.4	5.5	189
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.17				31.40				32.98				28.00			
30 DAY REACH	149706	8033	91.2	5.4	102	9128	90.3	6.1	101	3369	91.1	2.3	102	4580	94.2	3.1	106
50 SHWG - 30 DAY AV FREQ	15.16	16.67				16.29				17.13				14.52			
30 DAY REACH	142406	7757	88.1	5.4	104	8822	87.3	6.2	103	3253	87.9	2.3	104	4425	91.0	3.1	107
25 SHWG - 30 DAY AV FREQ	8.23	8.97				8.72				9.11				7.79			
30 DAY REACH	131152	7195	81.7	5.5	104	8229	81.4	6.3	104	3083	83.3	2.4	107	4105	84.5	3.1	108
CABLE TV: HOME WIRED	66879	4061	46.1	6.1	116	4619	45.7	6.9	115	1579	42.7	2.4	107	1944	40.0	2.9	100
HOME NOT WIRED	100848	4748	53.9	4.7	90	5487	54.3	5.4	90	2120	57.3	2.1	95	2916	60.0	2.9	100
HAVE PAY CABLE	35024	2584	29.3	7.4	140	2887	28.6	8.2	137	957	25.9	2.7	124	1185	24.4	3.4	117

CORDIALS & LIQUEURS: BRANDS
(ADULTS)

	TOTAL U.S. '000	GALLIANO				GRAND MARNIER				KAHLUA				SOUTHERN COMFORT			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	3985	100.0	2.4	100	5231	100.0	3.1	100	13012	100.0	7.8	100	4773	100.0	2.8	100
MALES	79263	1857	46.6	2.3	99	2213	42.3	2.8	90	5059	38.9	6.4	82	2242	47.0	2.8	99
FEMALES	88464	2128	53.4	2.4	101	3018	57.7	3.4	109	7953	61.1	9.0	116	2531	53.0	2.9	101
18 - 24	28671	*371	9.3	1.3	54	*512	9.8	1.8	57	2005	15.4	7.0	90	1293	27.1	4.5	158
25 - 34	39536	990	24.8	2.5	105	1335	25.5	3.4	108	4152	31.9	10.5	135	1168	24.5	3.0	104
35 - 44	28978	911	22.9	3.1	132	1061	20.3	3.7	117	2727	21.0	9.4	121	813	17.0	2.8	99
45 - 54	22345	691	17.3	3.1	130	1011	19.3	4.5	145	1721	13.2	7.7	99	510	10.7	2.3	80
55 - 64	22224	670	16.8	3.0	127	798	15.3	3.6	115	1578	12.1	7.1	92	485	10.2	2.2	77
65 OR OLDER	25973	*353	8.9	1.4	57	514	9.8	2.0	63	828	6.4	3.2	41	503	10.5	1.9	68
18 - 34	68207	1360	34.1	2.0	84	1847	35.3	2.7	87	6158	47.3	9.0	116	2461	51.6	3.6	127
18 - 49	108058	2646	66.4	2.4	103	3490	66.7	3.2	104	9842	75.6	9.1	117	3514	73.6	3.3	114
25 - 54	90859	2591	65.0	2.9	120	3406	65.1	3.7	120	8600	66.1	9.5	122	2491	52.2	2.7	96
35 - 49	39851	1286	32.3	3.2	136	1643	31.4	4.1	132	3684	28.3	9.2	119	1053	22.1	2.6	93
50 OR OLDER	59669	1339	33.6	2.2	94	1741	33.3	2.9	94	3171	24.4	5.3	69	1259	26.4	2.1	74
GRADUATED COLLEGE	28091	1391	34.9	5.0	208	2001	38.3	7.1	228	4029	31.0	14.3	185	850	17.8	3.0	106
ATTENDED COLLEGE	28938	1078	27.1	3.7	157	1479	28.3	5.1	164	3475	26.7	12.0	155	962	20.2	3.3	117
GRADUATED HIGH SCHOOL	65503	1093	27.4	1.7	70	1365	26.1	2.1	67	4170	32.0	6.4	82	1931	40.5	2.9	104
DID NOT GRADUATE HIGH SCHOOL	45195	*423	10.6	0.9	39	*385	7.4	0.9	27	1339	10.3	3.0	38	1031	21.6	2.3	80
EMPLOYED MALES	56429	1592	39.9	2.8	119	1885	36.0	3.3	107	4216	32.4	7.5	96	1672	35.0	3.0	104
EMPLOYED FEMALES	43971	1380	34.6	3.1	132	1950	37.3	4.4	142	5475	42.1	12.5	161	1431	30.0	3.3	114
EMPLOYED FULL-TIME	87773	2600	65.2	3.0	125	3414	65.3	3.9	125	8508	65.4	9.7	125	2674	56.0	3.0	107
EMPLOYED PART-TIME	12627	*371	9.3	2.9	124	*421	8.0	3.3	107	1183	9.1	9.4	121	*430	9.0	3.4	120
NOT EMPLOYED	67327	1013	25.4	1.5	63	1396	26.7	2.1	66	3322	25.5	4.9	64	1669	35.0	2.5	87
PROFESSIONAL/MANAGER	25845	1261	31.6	4.9	205	2036	38.9	7.9	253	3616	27.8	14.0	180	886	18.6	3.4	120
TECH/CLERICAL/SALES	30895	1088	27.3	3.5	148	1134	21.7	3.7	118	3456	26.6	11.2	144	917	19.2	3.0	104
PRECISION/CRAFT	12629	*180	4.5	1.4	60	*144	2.8	1.1	37	725	5.6	5.7	74	*315	6.6	2.5	88
OTHER EMPLOYED	31031	443	11.1	1.4	60	521	10.0	1.7	54	1892	14.5	6.1	79	986	20.7	3.2	112
SINGLE	35557	745	18.7	2.1	88	1068	20.4	3.0	96	3175	24.4	8.9	115	1394	29.2	3.9	138
MARRIED	103585	2653	66.6	2.6	108	3274	62.6	3.2	101	7654	58.8	7.4	95	2491	52.2	2.4	85
DIVORCED/SEPARATED/WIDOWED	28585	586	14.7	2.1	86	889	17.0	3.1	100	2183	16.8	7.6	98	888	18.6	3.1	109
PARENTS	59295	1280	32.1	2.2	91	1609	30.8	2.7	87	4686	36.0	7.9	102	1523	31.9	2.6	90
WHITE	146081	3733	93.7	2.6	108	4944	94.5	3.4	109	12248	94.1	8.4	108	4443	93.1	3.0	107
BLACK	17974	**201	5.0	1.1	47	**135	2.6	0.8	24	445	3.4	2.5	32	*288	6.0	1.6	56
OTHER	3672	**51	1.3	1.4	58	**153	2.9	4.2	134	**320	2.5	8.7	112	**42	0.9	1.1	40
NORTHEAST-CENSUS	37005	1199	30.1	3.2	136	1627	31.1	4.4	141	3555	27.3	9.6	124	1563	32.7	4.2	148
NORTH CENTRAL	42642	756	19.0	1.8	75	679	13.0	1.6	51	2861	22.0	6.7	86	1327	27.8	3.1	109
SOUTH	56777	771	19.3	1.4	57	1027	19.6	1.8	58	2166	16.6	3.8	49	880	18.4	1.5	54
WEST	31303	1258	31.6	4.0	169	1897	36.3	6.1	194	4431	34.1	14.2	182	1004	21.0	3.2	113
NORTHEAST-MKTG.	38125	1242	31.2	3.3	137	1732	33.1	4.5	146	3608	27.7	9.5	122	1424	29.8	3.7	131
EAST CENTRAL	24794	390	9.8	1.6	66	361	6.9	1.5	47	1552	11.9	6.3	81	769	16.1	3.1	109
WEST CENTRAL	28511	578	14.5	2.0	85	512	9.8	1.8	58	2121	16.3	7.4	96	1022	21.4	3.6	126
SOUTH	48953	*616	15.5	1.3	53	832	15.9	1.7	54	1751	13.5	3.6	46	742	15.5	1.5	53
PACIFIC	27344	1158	29.1	4.2	178	1794	34.3	6.6	210	3979	30.6	14.6	188	816	17.1	3.0	105
COUNTY SIZE A	69301	2369	59.4	3.4	144	3247	62.1	4.7	150	6863	52.7	9.9	128	2463	51.6	3.6	125
COUNTY SIZE B	50633	872	21.9	1.7	72	1407	26.9	2.8	89	3768	29.0	7.4	96	1358	28.5	2.7	94
COUNTY SIZE C	26259	*576	14.5	2.2	92	*448	8.6	1.7	55	1779	13.7	6.8	87	527	11.0	2.0	71
COUNTY SIZE D	21534	*168	4.2	0.8	33	*129	2.5	0.6	19	603	4.6	2.8	36	*425	8.9	2.0	69
METRO CENTRAL CITY	50014	1298	32.6	2.6	109	2069	39.6	4.1	133	4166	32.0	8.3	107	1432	30.0	2.9	101
METRO SUBURBAN	76832	2263	56.8	2.9	124	2786	53.3	3.6	116	7212	55.4	9.4	121	2628	55.1	3.4	120
NON METRO	40881	*424	10.6	1.0	44	*377	7.2	0.9	30	1634	12.6	4.0	52	713	14.9	1.7	61
TOP 5 ADI'S	39550	1423	35.7	3.6	151	2225	42.5	5.6	180	4223	32.5	10.7	138	1488	31.2	3.8	132
TOP 10 ADI'S	54877	1855	46.5	3.4	142	2712	51.8	4.9	158	5504	42.3	10.0	129	1805	37.8	3.3	116
TOP 20 ADI'S	77516	2369	59.4	3.1	129	3643	69.6	4.7	151	7403	56.9	9.6	123	2613	54.7	3.4	118
HSULD INC. \$50,000 OR MORE	17257	885	22.2	5.1	216	1374	26.3	8.0	255	2604	20.0	15.1	195	574	12.0	3.3	117
\$40,000 OR MORE	33235	1695	42.5	5.1	215	2229	42.6	6.7	215	4477	34.4	13.5	174	1038	21.7	3.1	110
\$30,000 OR MORE	59693	2490	62.5	4.2	176	3306	63.2	5.5	178	7323	56.3	12.3	158	1766	37.0	3.0	104
\$25,000 OR MORE	76275	2895	72.6	3.8	160	3884	74.2	5.1	163	8935	68.7	11.7	151	2177	45.6	2.9	100
\$20,000 - \$24,999	18607	*341	8.6	1.8	77	*403	7.7	2.2	69	1160	8.9	6.2	80	596	12.5	3.2	113
\$15,000 - \$19,999	17175	*333	8.4	1.9	82	480	9.2	2.8	90	976	7.5	5.7	73	621	13.0	3.6	127
\$10,000 - \$14,999	24569	*208	5.2	0.8	36	*296	5.7	1.2	39	1037	8.0	4.2	54	886	18.6	3.6	127
UNDER \$10,000	31101	**208	5.2	0.7	28	**169	3.2	0.5	17	904	6.9	2.9	37	493	10.3	1.6	56
HOUSEHOLD OF 1 PERSON	19441	359	9.0	1.8	78	717	13.7	3.7	118	1595	12.3	8.2	106	686	14.4	3.5	124
2 PEOPLE	51803	1396	35.0	2.7	113	1801	34.4	3.5	111	3994	30.7	7.7	99	1437	30.1	2.8	97
3 OR 4 PEOPLE	66933	1530	38.4	2.3	96	2116	40.5	3.2	101	5345	41.1	8.0	103	1731	36.3	2.6	91
5 OR MORE PEOPLE	29550	*699	17.5	2.4	100	*597	11.4	2.0	65	2079	16.0	7.0	91	919	19.3	3.1	109
NO CHILD IN HSHLD	96587	2439	61.2	2.5	106	3451	66.0	3.6	115	7546	58.0	7.8	101	2846	59.6	2.9	104
CHILD(REN) UNDER 2 YRS	10844	**216	5.4	2.0	84	**187	3.6	1.7	55	1004	7.7	9.3	119	**248	5.2	2.3	80
2 - 5 YEARS	26358	*407	10.2	1.5	65	*468	8.9	1.8	57	1939	14.9	7.4	95	721	15.1	2.7	96
6 - 11 YEARS	30453	711	17.8	2.3	98	592	11.3	1.9	62	1920	14.8	6.3	81	773	16.2	2.5	89
12 - 17 YEARS	36575	807	20.3	2.2	93	1001	19.1	2.7	88	2712	20.8	7.4	96	980	20.5	2.7	94
RESIDENCE OWNED	117770	3268	82.0	2.8	117	3862	73.8	3.3	105	9078	69.8	7.7	99	3118	65.3	2.6	93
VALUE: \$50,000 OR MORE	70166	2740	68.8	3.9	164	3427	65.5	4.9	157	7199	55.3	10.3	132	2077	43.5	3.0	104
VALUE: UNDER \$50,000	47604	*528	13.2	1.1	47	*435	8.3	0.9	29	1880	14.4	3.9	51	1041	21.8	2.2	77

		TOTAL U.S. '000	GALLIANO				GRAND MARNIER				KAHLUA				SOUTHERN COMFORT			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	3985	100.0	2.4	100	5231	100.0	3.1	100	13012	100.0	7.8	100	4773	100.0	2.8	100
MAGAZINES	QUINTILE 1	34022	1387	34.8	4.1	172	1954	37.4	5.7	184	4019	30.9	11.8	152	1316	27.6	3.9	136
	QUINTILE 2	34800	972	24.4	2.8	118	1334	25.5	3.8	123	3444	26.5	9.9	128	1237	25.9	3.6	125
	QUINTILE 3	30514	695	17.4	2.3	96	776	14.8	2.5	82	1950	15.0	6.4	82	586	12.3	1.9	67
	QUINTILE 4	33324	547	13.7	1.6	69	734	14.0	2.2	71	2188	16.8	6.6	85	943	19.8	2.8	99
	QUINTILE 5	35066	*383	9.6	1.1	46	*433	8.3	1.2	40	1412	10.9	4.0	52	691	14.5	2.0	69
NEWSPAPERS	QUINTILE 1	29107	1237	31.0	4.2	179	1443	27.6	5.0	159	3146	24.2	10.8	139	1169	24.5	4.0	141
	QUINTILE 2	49095	1058	26.5	2.2	91	1530	29.2	3.1	100	4110	31.6	8.4	108	1121	23.5	2.3	80
	QUINTILE 3	23107	*579	14.5	2.5	105	820	15.7	3.5	114	1765	13.6	7.6	98	596	12.5	2.6	90
	QUINTILE 4	33556	665	16.7	2.0	83	856	16.4	2.6	82	2729	21.0	8.1	105	1161	24.3	3.5	122
	QUINTILE 5	32863	*446	11.2	1.4	57	*582	11.1	1.8	57	1262	9.7	3.8	50	726	15.2	2.2	78
OUTDOOR	QUINTILE 1	33431	948	23.8	2.8	119	1256	24.0	3.8	120	3294	25.3	9.9	127	1291	27.0	3.9	136
	QUINTILE 2	33478	864	21.7	2.6	109	904	17.3	2.7	87	2856	21.9	8.5	110	1055	22.1	3.2	111
	QUINTILE 3	33574	675	16.9	2.0	85	1164	22.3	3.5	111	2397	18.4	7.1	92	879	18.4	2.6	92
	QUINTILE 4	33935	895	22.5	2.6	111	1245	23.8	3.7	118	2605	20.0	7.7	99	895	18.8	2.6	93
	QUINTILE 5	33310	602	15.1	1.8	76	662	12.7	2.0	64	1860	14.3	5.6	72	653	13.7	2.0	69
RADIO-DRIVE TIME	QUINTILE 1	33136	816	20.5	2.5	104	864	16.5	2.6	84	2479	19.1	7.5	96	886	18.6	2.7	94
	QUINTILE 2	31658	885	22.2	2.8	118	983	18.8	3.1	100	2876	22.1	9.1	117	988	20.7	3.1	110
	QUINTILE 3	32541	904	22.7	2.8	117	1186	22.7	3.6	117	2999	23.0	9.2	119	1227	25.7	3.8	133
	QUINTILE 4	34247	858	21.5	2.5	105	1206	23.1	3.5	113	2743	21.1	8.0	103	1003	21.0	2.9	103
	QUINTILE 5	36144	523	13.1	1.4	61	993	19.0	2.7	88	1915	14.7	5.3	68	670	14.0	1.9	65
RADIO-MID- DAY	TERCILE 1	45037	1108	27.8	2.5	104	1333	25.5	3.0	95	3574	27.5	7.9	102	1479	31.0	3.3	115
	TERCILE 2	44819	907	22.8	2.0	85	1126	21.5	2.5	81	3277	25.2	7.3	94	1242	26.0	2.8	97
	TERCILE 3	77872	1970	49.4	2.5	106	2771	53.0	3.6	114	6161	47.3	7.9	102	2052	43.0	2.6	93
RADIO-TOTAL	QUINTILE 1	33763	767	19.2	2.3	96	839	16.0	2.5	80	2593	19.9	7.7	99	1047	21.9	3.1	109
	QUINTILE 2	33240	895	22.5	2.7	113	1122	21.4	3.4	108	2837	21.8	8.5	110	1127	23.6	3.4	119
	QUINTILE 3	33408	1048	26.3	3.1	132	1138	21.8	3.4	109	3104	23.9	9.3	120	1023	21.4	3.1	108
	QUINTILE 4	34792	759	19.0	2.2	92	1287	24.6	3.7	119	2770	21.3	8.0	103	894	18.7	2.6	90
	QUINTILE 5	32524	516	12.9	1.6	67	845	16.2	2.6	83	1707	13.1	5.2	68	682	14.3	2.1	74
TV-PRIME TIME	QUINTILE 1	33090	699	17.5	2.1	89	927	17.7	2.8	90	2252	17.3	6.8	88	980	20.5	3.0	104
	QUINTILE 2	33357	801	20.1	2.4	101	1063	20.3	3.2	102	2740	21.1	8.2	106	1009	21.1	3.0	106
	QUINTILE 3	33980	1020	25.6	3.0	126	1152	22.0	3.4	109	3083	23.7	9.1	117	869	18.2	2.6	90
	QUINTILE 4	33854	658	16.5	1.9	82	1197	22.9	3.5	113	2577	19.8	7.6	98	1075	22.5	3.2	112
	QUINTILE 5	33444	807	20.3	2.4	102	892	17.1	2.7	86	2361	18.1	7.1	91	841	17.6	2.5	88
TV-DAYTIME	TERCILE 1	49121	748	18.8	1.5	64	927	17.7	1.9	61	2715	20.9	5.5	71	1167	24.5	2.4	83
	TERCILE 2	48823	1243	31.2	2.5	107	1497	28.6	3.1	98	4211	32.4	8.6	111	1353	28.3	2.8	97
	TERCILE 3	69782	1993	50.0	2.9	120	2808	53.7	4.0	129	6087	46.8	8.7	112	2253	47.2	3.2	113
TV-TOTAL	QUINTILE 1	33584	585	14.7	1.7	73	1001	19.1	3.0	96	1880	14.4	5.6	72	921	19.3	2.7	96
	QUINTILE 2	33441	677	17.0	2.0	85	754	14.4	2.3	72	2487	19.1	7.4	96	906	19.0	2.7	95
	QUINTILE 3	33505	949	23.8	2.8	119	1050	20.1	3.1	100	2741	21.1	8.2	105	925	19.4	2.8	97
	QUINTILE 4	33466	931	23.4	2.8	117	1199	22.9	3.6	115	3292	25.3	9.8	127	872	18.3	2.6	92
	QUINTILE 5	33731	842	21.1	2.5	105	1228	23.5	3.6	117	2613	20.1	7.7	100	1148	24.1	3.4	120
MAGAZINES-NEWSPAPERS: DUAL		44503	1564	39.2	3.5	148	2178	41.6	4.9	157	4934	37.9	11.1	143	1593	33.4	3.6	126
MAGAZINE IMPERATIVE		39363	1053	26.4	2.7	113	1481	28.3	3.8	121	3319	25.5	8.4	109	1260	26.4	3.2	112
NEWSPAPER IMPERATIVE		46441	930	23.3	2.0	84	1042	19.9	2.2	72	2979	22.9	6.4	83	1037	21.7	2.2	78
MAGAZINES-OUTDOOR: DUAL		33726	1188	29.8	3.5	148	1439	27.5	4.3	137	3757	28.9	11.1	144	1374	28.8	4.1	143
MAGAZINE IMPERATIVE		52846	1482	37.2	2.8	118	2277	43.5	4.3	138	4621	35.5	8.7	113	1441	30.2	2.7	96
OUTDOOR IMPERATIVE		52140	918	23.0	1.8	74	1183	22.6	2.3	73	3219	24.7	6.2	80	1349	28.3	2.6	91
MAGAZINES-RADIO: DUAL		37081	1304	32.7	3.5	148	1356	25.9	3.7	117	3736	28.7	10.1	130	1360	28.5	3.7	129
MAGAZINE IMPERATIVE		49747	1530	38.4	3.1	129	2313	44.2	4.6	149	4854	37.3	9.8	126	1569	32.9	3.2	111
RADIO IMPERATIVE		49208	886	22.2	1.8	76	1060	20.3	2.2	69	3154	24.2	6.4	83	1273	26.7	2.6	91
MAGAZINES-TELEVISION: DUAL		33103	904	22.7	2.7	115	1366	26.1	4.1	132	2849	21.9	8.6	111	969	20.3	2.9	103
MAGAZINE IMPERATIVE		54575	1943	48.8	3.6	150	2506	47.9	4.6	147	5851	45.0	10.7	138	1934	40.5	3.5	125
TELEVISION IMPERATIVE		53249	759	19.0	1.4	60	815	15.6	1.5	49	2572	19.8	4.8	62	1209	25.3	2.3	80
NEWSPAPERS-OUTDOOR: DUAL		36255	1143	28.7	3.2	133	1351	25.8	3.7	119	3643	28.0	10.0	130	1205	25.2	3.3	117
NEWSPAPER IMPERATIVE		55591	1442	36.2	2.6	109	2042	39.0	3.7	118	4437	34.1	8.0	103	1380	28.9	2.5	87
OUTDOOR IMPERATIVE		48319	1032	25.9	2.1	90	1327	25.4	2.7	88	3533	27.2	7.3	94	1588	33.3	3.3	115
NEWSPAPERS-RADIO: DUAL		37242	1137	28.5	3.1	128	1334	25.5	3.6	115	3511	27.0	9.4	122	1103	23.1	3.0	104
NEWSPAPER IMPERATIVE		54423	1479	37.1	2.7	114	2127	40.7	3.9	125	4837	37.2	8.9	115	1441	30.2	2.6	93
RADIO IMPERATIVE		46650	998	25.0	2.1	90	1132	21.6	2.4	78	3429	26.4	7.4	95	1532	32.1	3.3	115
NEWSPAPERS-TELEVISION: DUAL		35974	881	22.1	2.4	103	1128	21.6	3.1	101	2752	21.1	7.6	99	1011	21.2	2.8	99
NEWSPAPER IMPERATIVE		56095	1762	44.2	3.1	132	2391	45.7	4.3	137	5617	43.2	10.0	129	1552	32.5	2.8	97
TELEVISION IMPERATIVE		47170	749	18.8	1.6	67	1042	19.9	2.2	71	2664	20.5	5.6	73	1285	26.9	2.7	96
OUTDOOR-RADIO: DUAL		33748	894	22.4	2.6	111	913	17.5	2.7	87	3037	23.3	9.0	116	1222	25.6	3.6	127
OUTDOOR IMPERATIVE		52785	1313	32.9	2.5	105	1908	36.5	3.6	116	4458	34.3	8.4	109	1558	32.6	3.0	104
RADIO IMPERATIVE		52852	1308	32.8	2.5	104	1653	31.6	3.1	100	4044	31.1	7.6	99	1426	29.9	2.7	95
OUTDOOR-TELEVISION: DUAL		32030	715	17.9	2.2	94	873	16.7	2.7	87	2411	18.5	7.5	97				

	TOTAL U.S. '000	GALLIANO				GRAND MARNIER				KAHLUA				SOUTHERN COMFORT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	3985	100.0	2.4	100	5231	100.0	3.1	100	13012	100.0	7.8	100	4773	100.0	2.8	100
ATLANTIC MONTHLY	867	**32	0.8	3.7	155	**60	1.1	6.9	222	**108	0.8	12.5	161	**7	0.1	0.8	28
BARRON'S	1580	**111	2.8	7.0	296	**255	4.9	16.1	517	**287	2.2	18.2	234	**37	0.8	2.3	82
BETTER HOMES & GARDENS	22203	734	18.4	3.3	139	759	14.5	3.4	110	2326	17.9	10.5	135	719	15.1	3.2	114
BON APPETIT	3810	*235	5.9	6.2	260	492	9.4	12.9	414	517	4.0	13.6	175	*149	3.1	3.9	137
BUSINESS WEEK	4663	*246	6.2	5.3	222	328	6.3	7.0	226	631	4.8	13.5	174	**131	2.7	2.8	99
CAR AND DRIVER	3102	**89	2.2	2.9	121	**167	3.2	5.4	173	230	1.8	7.4	96	**83	1.7	2.7	94
CBS MAGAZINE NETWORK (GROSS)	7311	**61	6.3	3.4	145	348	6.7	4.8	153	677	5.2	9.3	119	*243	5.1	3.3	117
CHANGING TIMES	3400	*140	3.5	4.1	173	*160	3.1	4.7	151	387	3.0	11.4	147	*149	3.1	4.4	154
COLONIAL HOMES	1796	**95	2.4	5.3	223	*90	1.7	5.0	161	215	1.7	12.0	154	**48	1.0	2.7	94
CONDE NAST MAG. PKG. (GROSS)	19924	637	16.0	3.2	135	988	18.9	5.0	159	2709	20.8	13.6	175	847	17.7	4.3	149
CONSUMERS DIGEST	3125	*159	4.0	5.1	214	**137	2.6	4.4	141	344	2.6	11.0	142	**120	2.5	3.8	135
COSMOPOLITAN	10577	365	9.2	3.5	145	539	10.3	5.1	163	1598	12.3	15.1	195	517	10.8	4.9	172
COUNTRY LIVING	3746	*153	3.8	4.1	172	*176	3.4	4.7	151	460	3.5	12.3	158	**118	2.5	3.2	111
CUISINE	2214	*115	2.9	5.2	219	282	5.4	12.7	408	342	2.6	15.4	199	**67	1.4	3.0	106
CYCLE WORLD	2394	**33	0.8	1.4	58	**43	0.8	1.8	58	*143	1.1	6.0	77	**95	2.0	4.0	139
DCI:CREATIVE IDEAS FOR LIV	3068	**125	3.1	4.1	171	**114	2.2	3.7	119	*238	1.8	7.8	100	**108	2.3	3.5	124
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*319	8.0	3.3	141	386	7.4	4.0	130	658	5.1	6.9	89	*162	3.4	1.7	60
DISCOVER	2277	**59	1.5	2.6	109	**70	1.3	3.1	99	217	1.7	9.5	123	**95	2.0	4.2	147
EBONY	7187	**88	2.2	1.2	52	**54	1.0	0.8	24	290	2.2	4.0	52	*171	3.6	2.4	84
ESQUIRE	2560	**89	2.2	3.5	146	*162	3.1	6.3	203	257	2.0	10.0	129	**72	1.5	2.8	99
ESSENCE	3242	**57	1.4	1.8	74	**38	0.7	1.2	38	*131	1.0	4.0	52	**100	2.1	3.1	108
FAMILY CIRCLE	19639	574	14.4	2.9	123	645	12.3	3.3	105	2136	16.4	10.9	140	715	15.0	3.6	128
THE FAMILY HANDYMAN	3540	**91	2.3	2.6	108	**86	1.6	2.4	78	326	2.5	9.2	119	*143	3.0	4.0	142
FAMILY WEEKLY	23924	483	12.1	2.0	85	572	10.9	2.4	77	1962	15.1	8.2	106	628	13.2	2.6	92
FIELD & STREAM	9883	*247	6.2	2.5	105	*189	3.6	1.9	61	562	4.3	5.7	73	269	5.6	2.7	96
FOOD & WINE	1030	**62	1.6	6.0	253	**91	1.7	8.8	283	*140	1.1	13.6	175	**49	1.0	4.8	167
FORBES	2679	*159	4.0	5.9	250	385	7.4	14.4	461	480	3.7	17.9	231	**81	1.7	3.0	106
FORTUNE	2931	*137	3.4	4.7	197	*387	7.4	13.2	423	528	4.1	18.0	232	*100	2.1	3.4	120
GENTLEMEN'S QUARTERLY	3481	**118	3.0	3.4	143	*172	3.3	4.9	158	433	3.3	12.4	160	**183	3.8	5.3	185
GLAMOUR	7163	*241	6.0	3.4	142	377	7.2	5.3	169	1038	8.0	14.5	187	328	6.9	4.6	161
GOLF DIGEST	2355	*157	3.9	6.7	281	*250	4.8	10.6	340	290	2.2	12.3	159	**121	2.5	5.1	181
GOLF DIGEST/TENNIS (GROSS)	3610	*197	4.9	5.5	230	*280	5.4	7.8	249	433	3.3	12.0	155	**151	3.2	4.2	147
GOLF MAGAZINE	2046	**155	3.9	7.6	319	*238	4.5	11.6	373	229	1.8	11.2	144	**87	1.8	4.3	149
GOLF MAGAZINE/SKI (GROSS)	3547	*199	5.0	5.6	236	334	6.4	9.4	302	383	2.9	10.8	139	*159	3.3	4.5	158
GOOD HOUSEKEEPING	20353	526	13.2	2.6	109	627	12.0	3.1	99	2062	15.8	10.1	131	720	15.1	3.5	124
HARPER'S BAZAAR	3362	**93	2.3	2.8	116	*220	4.2	6.5	210	372	2.9	11.1	143	*159	3.3	4.7	166
HEALTH	2987	**46	1.2	1.5	65	**117	2.2	3.9	126	*323	2.5	10.8	139	**94	2.0	3.1	111
HEARST MAG CORP. BUY (GROSS)	67928	2126	53.4	3.1	132	2798	53.5	4.1	132	7417	57.0	10.9	141	2659	55.7	3.9	138
HEARST MAN POWER (GROSS)	11282	388	9.7	3.4	145	342	6.5	3.0	97	788	6.1	7.0	90	508	10.6	4.5	158
HEARST WOMAN POWER (GROSS)	40514	1071	26.9	2.6	111	1513	28.9	3.7	120	4759	36.6	11.7	151	1587	33.2	3.9	138
HOUSE BEAUTIFUL	4885	*228	5.7	4.7	196	261	5.0	5.3	171	564	4.3	11.5	149	*165	3.5	3.4	119
INC.	1308	**55	1.4	4.2	177	**99	1.9	7.6	243	*183	1.4	14.0	180	**58	1.2	4.4	156
JET	6498	**104	2.6	1.6	67	**61	1.2	0.9	30	*228	1.8	3.5	45	*212	4.4	3.3	115
LADIES' HOME JOURNAL	14797	479	12.0	3.2	136	567	10.8	3.8	123	1536	11.8	10.4	134	561	11.8	3.8	133
LHJ FAMILY GRP COMBO(GROSS)	21743	625	15.7	2.9	121	839	16.0	3.9	124	2402	18.5	11.0	142	801	16.8	3.7	129
LIFE	9881	310	7.8	3.1	132	510	9.7	5.2	165	912	7.0	9.2	119	375	7.9	3.8	133
L.A. TIMES HOME MAGAZINE	2775	*205	5.1	7.4	311	382	7.3	13.8	441	642	4.9	23.1	298	**98	2.1	3.5	124
MADMOISELLE	4219	**107	2.7	2.5	107	*139	2.7	3.3	106	493	3.8	11.7	151	**121	2.5	2.9	101
MC CALL'S	16422	553	13.9	3.4	142	617	11.8	3.8	120	1779	13.7	10.8	140	625	13.1	3.8	134
MC CALL'S/WRK MOTHER (GROSS)	17919	572	14.4	3.2	134	.699	13.4	3.9	125	1922	14.8	10.7	138	660	13.8	3.7	129
MECHANIX ILLUSTRATED	4433	*142	3.6	3.2	135	*127	2.4	2.9	92	300	2.3	6.8	87	*175	3.7	3.9	139
METROPOLITAN HOME	1504	**39	1.0	2.6	109	**81	1.5	5.4	173	*190	1.5	12.6	163	**32	0.7	2.1	75
MONEY	4723	235	5.9	5.0	209	338	6.5	7.2	229	626	4.8	13.3	171	*203	4.3	4.3	151
MOTHER EARTH NEWS	2325	**113	2.8	4.9	205	*154	2.9	6.6	212	217	1.7	9.3	120	**90	1.9	3.9	136
MS.	1189	**63	1.6	5.3	223	*103	2.0	8.7	278	*178	1.4	15.0	193	**113	2.4	9.5	334
NATIONAL ENQUIRER	18892	343	8.6	1.8	76	407	7.8	2.2	69	1149	8.8	6.1	78	553	11.6	2.9	103
NATIONAL GEOGRAPHIC	22129	879	22.1	4.0	167	1239	23.7	5.6	180	2414	18.6	10.9	141	749	15.7	3.4	119
NATIONAL SUNDAY MAGAZINE PKG	103750	2944	73.9	2.8	119	3850	73.6	3.7	119	9434	72.5	9.1	117	3133	65.6	3.0	106
NATURAL HISTORY	1379	**145	3.6	10.5	443	*134	2.6	9.7	312	*164	1.3	11.9	153	**100	2.1	7.3	255
NEW WOMAN	2289	**92	2.3	4.0	169	*131	2.5	5.7	184	322	2.5	14.1	181	**80	1.7	3.5	123
NEW YORK INCLUDING CUE	1088	**31	0.8	2.8	120	*130	2.5	11.9	383	*138	1.1	12.7	163	**33	0.7	3.0	107
THE NEW YORKER	2459	*174	4.4	7.1	298	318	6.1	12.9	415	422	3.2	17.2	221	*105	2.2	4.3	150
NEWSWEEK	16527	452	11.3	2.7	115	887	17.0	5.4	172	1891	14.5	11.4	147	554	11.6	3.4	118
THE N.Y. TIMES DAILY EDITION	2739	*198	5.0	7.2	304	430	8.2	15.7	503	461	3.5	16.8	217	*81	1.7	3.0	104
THE N.Y. TIMES MAGAZINE	4443	*235	5.9	5.3	223	529	10.1	11.9	382	566	4.3	12.7	164	*173	3.6	3.9	137
OMNI	2799	**70	1.8	2.5	105	*90	1.7	3.2	103	371	2.9	13.3	171	**128	2.7	4.6	161
ON CABLE	2209	**32	0.8	1.4	61	**59	1.1	2.7	86	*287	2.2	13.0	167	**79	1.7	3.6	126
1001 HOME IDEAS	3959	**99	2.5	2.5	105	*155	3.0	3.9	126	544	4.2	13.7	177	*146	3.1	3.7	130
ORGANIC GARDENING	3111	**113	2.8	3.6	153	**100	1.9	3.2	103	313	2.4	10.1	130	**82	1.7	2.6	93
OUTDOOR LIFE	5024	**72	1.8	1.4	60	**55	1.1	1.1	35	253	1.9	5.0	65	*159	3.3	3.2	111
PARADE MAGAZINE	51292	1491	37.4	2.9	122	1960	37.5	3.8	123	4690	36.0	9.1	118	1534	32.1	3.0	105

	TOTAL U.S. '000	GALLIANO				GRAND MARNIER				KAHLUA				SOUTHERN COMFORT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL ADULTS	167727	3985	100.0	2.4	100	5231	100.0	3.1	100	13012	100.0	7.8	100	4773	100.0	2.8	100
PARENTS	5298	*106	2.7	2.0	84	*160	3.1	3.0	97	590	4.5	11.1	144	*178	3.7	3.4	118
PENTHOUSE	5129	*192	4.8	3.7	158	*169	3.2	3.3	106	539	4.1	10.5	135	*286	6.0	5.6	196
PEOPLE	21070	675	16.9	3.2	135	919	17.6	4.4	140	2378	18.3	11.3	145	875	18.3	4.2	146
PLAYBOY	10562	386	9.7	3.7	154	336	6.4	3.2	102	1056	8.1	10.0	129	428	9.0	4.1	142
POPULAR HOT RODDING	2498	**81	2.0	3.2	136	**26	0.5	1.0	33	**144	1.1	5.8	74	**130	2.7	5.2	183
POPULAR MECHANICS	5887	*253	6.3	4.3	181	*233	4.5	4.0	127	478	3.7	8.1	105	*243	5.1	4.1	145
POPULAR SCIENCE	4317	*216	5.4	5.0	211	*277	5.3	6.4	206	443	3.4	10.3	132	*114	2.4	2.6	93
PREVENTION	5792	*171	4.3	3.0	124	277	5.3	4.8	153	482	3.7	8.3	107	*167	3.5	2.9	101
PSYCHOLOGY TODAY	3284	*138	3.5	4.2	177	*245	4.7	7.5	239	475	3.7	14.5	186	*116	2.4	3.5	124
READER'S DIGEST	40046	1087	27.3	2.7	114	1286	24.6	3.2	103	3168	24.3	7.9	102	1157	24.2	2.9	102
REDBOOK	9584	*180	4.5	1.9	79	347	6.6	3.6	116	1099	8.4	11.5	148	349	7.3	3.6	128
ROAD & TRACK	2590	**108	2.7	4.2	176	*197	3.8	7.6	244	221	1.7	8.5	110	*85	1.8	3.3	115
ROLLING STONE	3302	**58	1.5	1.8	74	*127	2.4	3.8	123	407	3.1	12.3	159	*155	3.2	4.7	165
RUNNER'S WORLD	1229	**28	0.7	2.3	96	*79	1.5	6.4	206	*172	1.3	14.0	180	*73	1.5	5.9	209
SATURDAY EVENING POST	2110	**42	1.1	2.0	84	**60	1.1	2.8	91	*161	1.2	7.6	98	*72	1.5	3.4	120
SCIENCE 84	1543	**60	1.5	3.9	164	**107	2.0	6.9	222	253	1.9	16.4	211	**58	1.2	3.8	132
SCIENCE DIGEST	1747	**91	2.3	5.2	219	**72	1.4	4.1	132	*162	1.2	9.3	102	**90	1.9	2.5	181
SCIENTIFIC AMERICAN	1994	**115	2.9	5.8	243	*234	4.5	11.7	376	320	2.5	16.0	207	**56	1.2	2.8	99
SELF	3119	**100	2.5	3.2	135	*138	2.6	4.4	142	502	3.9	16.1	207	*177	3.7	5.7	199
SEVENTEEN	3923	**73	1.8	1.9	78	*97	1.9	2.5	79	*241	1.9	6.1	79	*94	2.0	2.4	84
SKI	1501	**44	1.1	2.9	123	*96	1.8	6.4	205	*154	1.2	10.3	132	*71	1.5	4.7	166
SMITHSONIAN	5976	272	6.8	4.6	192	496	9.5	8.3	266	715	5.5	12.0	154	223	4.7	3.7	131
SOAP OPERA DIGEST	4228	**57	1.4	1.3	57	**61	1.2	1.4	46	*253	1.9	6.0	77	*126	2.6	3.0	105
SOUTHERN LIVING	6488	*194	4.9	3.0	126	272	5.2	4.2	134	420	3.2	6.5	83	*54	1.1	0.8	29
SPORT	3500	**50	1.3	1.4	60	*117	2.2	3.3	107	*303	2.3	8.7	112	*104	2.2	3.0	104
THE SPORTING NEWS	2456	**47	1.2	1.9	81	*75	1.4	3.1	98	*297	2.3	12.1	156	*75	1.6	3.1	107
SPORTS AFIELD	3648	**45	1.1	1.2	52	*37	0.7	1.0	33	*148	1.1	4.1	52	*175	3.7	4.8	169
SPORTS ILLUSTRATED	14484	326	8.2	2.3	95	581	11.1	4.0	129	1371	10.5	9.5	122	448	9.4	3.1	109
STAR	12661	*107	2.7	0.8	36	*258	4.9	2.0	65	672	5.2	5.3	68	385	8.1	3.0	107
SUNDAY	52799	1680	42.2	3.2	134	2033	38.9	3.9	123	4992	38.4	9.5	122	1742	36.5	3.3	116
SUNSET	3513	*261	6.5	7.4	313	429	8.2	12.2	392	762	5.9	21.7	280	*123	2.6	3.5	123
TV GUIDE	42766	1044	26.2	2.4	103	1390	26.6	3.3	104	3540	27.2	8.3	107	1236	25.9	2.9	102
TENNIS	1254	**40	1.0	3.2	134	**29	0.6	2.3	74	*143	1.1	11.4	147	*30	0.6	2.4	84
TIME	22054	904	22.7	4.1	173	1344	25.7	6.1	195	2581	19.8	11.7	151	937	19.6	4.2	149
TOWN & COUNTRY	1555	**83	2.1	5.3	225	*158	3.0	10.2	326	*211	1.6	13.6	175	*61	1.3	3.9	138
TRAVEL & LEISURE	2173	*135	3.4	6.2	261	258	4.9	11.9	381	375	2.9	17.3	222	*112	2.3	5.2	181
TRUE STORY	4636	**27	0.7	0.6	25	**28	0.5	0.6	19	*174	1.3	3.8	48	*175	3.7	3.8	133
U.S. NEWS & WORLD REPORT	10353	376	9.4	3.6	153	520	9.9	5.0	161	924	7.1	8.9	115	399	8.4	3.9	135
USA TODAY	4994	290	7.3	5.8	244	399	7.6	8.0	256	625	4.8	12.5	161	*157	3.3	3.1	110
US	3528	**133	3.3	3.8	159	*121	2.3	3.4	110	488	3.8	13.8	178	*196	4.1	5.6	195
VOGUE	5424	*189	4.7	3.5	147	334	6.4	6.2	197	675	5.2	12.4	160	*221	4.6	4.1	143
WALL STREET JOURNAL	6292	433	10.9	6.9	290	627	12.0	10.0	320	932	7.2	14.8	191	221	4.6	3.5	123
WEIGHT WATCHERS	2762	**80	2.0	2.9	122	**95	1.8	3.4	110	*201	1.5	7.3	94	*104	2.2	3.8	132
WOMAN'S DAY	16320	596	15.0	3.7	154	655	12.5	4.0	129	1673	12.9	10.3	132	591	12.4	3.6	127
WORKING MOTHER	1496	**19	0.5	1.3	53	*82	1.6	5.5	176	*143	1.1	9.6	123	*35	0.7	2.3	82
WORKING WOMAN	1851	**36	0.9	1.9	82	*175	3.3	9.5	303	*353	2.7	19.1	246	*73	1.5	3.9	139
WORLD TENNIS	580	**45	1.1	7.8	327	*37	0.7	6.4	205	*98	0.8	16.9	218	*5	0.1	0.9	30
ZIFF-DAVIS MAG NETWK (GROSS)	12412	419	10.5	3.4	142	427	8.2	3.4	110	1053	8.1	8.5	109	466	9.8	3.8	132
BLAIR INSERTS	91671	2706	67.9	3.0	124	3648	69.7	4.0	128	8664	66.6	9.5	122	2844	59.6	3.1	109
DAILY NEWSPAPERS																	
READ ANY	109190	2865	71.9	2.6	110	3737	71.4	3.4	110	9290	71.4	8.5	110	3156	66.1	2.9	102
READ ONE	89587	2026	50.8	2.3	95	2781	53.2	3.1	100	7130	54.8	8.0	103	2407	50.4	2.7	94
READ TWO OR MORE	19602	839	21.1	4.3	180	956	18.3	4.9	156	2160	16.6	11.0	142	749	15.7	3.8	134
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3087	77.5	2.8	118	4039	77.2	3.7	118	9950	76.5	9.1	117	3275	68.6	3.0	105
READ ONE	95074	2337	58.6	2.5	103	3190	61.0	3.4	108	8370	64.3	8.8	113	2714	56.9	2.9	100
READ TWO OR MORE	14588	750	18.8	5.1	216	849	16.2	5.8	187	1581	12.2	10.8	140	562	11.8	3.9	135
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.23				29.23				32.60				32.13			
30 DAY REACH	149706	3652	91.6	2.4	103	4864	93.0	3.2	104	12050	92.6	8.0	104	4444	93.1	3.0	104
50 SHWG - 30 DAY AV FREQ	15.16	15.71				15.02				17.00				16.59			
30 DAY REACH	142406	3508	88.0	2.5	104	4743	90.7	3.3	107	11563	88.9	8.1	105	4315	90.4	3.0	106
25 SHWG - 30 DAY AV FREQ	8.23	8.27				8.02				9.05				9.05			
30 DAY REACH	131152	3325	83.4	2.5	107	4436	84.8	3.4	108	10841	83.3	8.3	107	3981	83.4	3.0	107
CABLE TV: HOME WIRED	66879	1752	44.0	2.6	110	2270	43.4	3.4	109	6223	47.8	9.3	120	1935	40.5	2.9	102
HOME NOT WIRED	100848	2233	56.0	2.2	93	2961	56.6	2.9	94	6789	52.2	6.7	87	2838	59.5	2.8	99
HAVE PAY CABLE	35024	1039	26.1	3.0	125	1451	27.7	4.1	133	3568	27.4	10.2	131	1029	21.6	2.9	103

	TOTAL U.S. '000	TIA MARIA				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D																
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL ADULTS	167727	3597	100.0	2.1	100																
MALES	79263	1447	40.2	1.8	85																
FEMALES	88464	2150	59.8	2.4	113																
18 - 24	28671	*250	7.0	0.9	41																
25 - 34	39536	867	24.1	2.2	102																
35 - 44	28978	770	21.4	2.7	124																
45 - 54	22345	681	18.9	3.0	142																
55 - 64	22224	673	18.7	3.0	141																
65 OR OLDER	25973	358	10.0	1.4	64																
18 - 34	68207	1116	31.0	1.6	76																
18 - 49	108058	2324	64.6	2.2	100																
25 - 54	90859	2317	64.4	2.6	119																
35 - 49	39851	1208	33.6	3.0	141																
50 OR OLDER	59669	1274	35.4	2.1	100																
GRADUATED COLLEGE	28091	1138	31.6	4.1	189																
ATTENDED COLLEGE	28938	986	27.4	3.4	159																
GRADUATED HIGH SCHOOL	65503	1117	31.1	1.7	80																
DID NOT GRADUATE HIGH SCHOOL	45195	*357	9.9	0.8	37																
EMPLOYED MALES	56429	1130	31.4	2.0	93																
EMPLOYED FEMALES	43971	1515	42.1	3.4	161																
EMPLOYED FULL-TIME	87773	2313	64.3	2.6	123																
EMPLOYED PART-TIME	12627	*333	9.3	2.6	123																
NOT EMPLOYED	67327	951	26.4	1.4	66																
PROFESSIONAL/MANAGER	25845	1108	30.8	4.3	200																
TECH/CLERICAL/SALES	30895	941	26.2	3.0	142																
PRECISION/CRAFT	12629	**181	5.0	1.4	67																
OTHER EMPLOYED	31031	*415	11.5	1.3	62																
SINGLE	35557	717	19.9	2.0	94																
MARRIED	103585	2298	63.9	2.2	103																
DIVORCED/SEPARATED/WIDOWED	28585	582	16.2	2.0	95																
PARENTS	59295	1136	31.6	1.9	89																
WHITE	146081	3360	93.4	2.3	107																
BLACK	17974	**168	4.7	0.9	44																
OTHER	3672	**69	1.9	1.9	88																
NORTHEAST-CENSUS	37005	1251	34.8	3.4	158																
NORTH CENTRAL	42642	571	15.9	1.3	62																
SOUTH	56777	826	23.0	1.5	68																
WEST	31303	950	26.4	3.0	142																
NORTHEAST-MKTG.	38125	1306	36.3	3.4	160																
EAST CENTRAL	24794	369	10.3	1.5	69																
WEST CENTRAL	28511	*358	10.0	1.3	59																
SOUTH	48953	688	19.1	1.4	66																
PACIFIC	27344	877	24.4	3.2	150																
COUNTY SIZE A	69301	1965	54.6	2.8	132																
COUNTY SIZE B	50633	990	27.5	2.0	91																
COUNTY SIZE C	26259	*501	13.9	1.9	89																
COUNTY SIZE D	21534	**142	3.9	0.7	31																
METRO CENTRAL CITY	50014	1398	38.9	2.8	130																
METRO SUBURBAN	76832	1830	50.9	2.4	111																
NON METRO	40881	*369	10.3	0.9	42																
TOP 5 ADI'S	39550	1244	34.6	3.1	147																
TOP 10 ADI'S	54877	1548	43.0	2.8	132																
TOP 20 ADI'S	77516	2113	58.7	2.7	127																
HSOLD INC. \$50,000 OR MORE	17257	750	20.9	4.3	203																
\$40,000 OR MORE	33235	1363	37.9	4.1	191																
\$30,000 OR MORE	59693	2087	58.0	3.5	163																
\$25,000 OR MORE	76275	2490	69.2	3.3	152																
\$20,000 - \$24,999	18607	*336	9.3	1.8	84																
\$15,000 - \$19,999	17175	*295	8.2	1.7	80																
\$10,000 - \$14,999	24569	*262	7.3	1.1	50																
UNDER \$10,000	31101	*215	6.0	0.7	32																
HOUSEHOLD OF 1 PERSON	19441	561	15.6	2.9	135																
2 PEOPLE	51803	1237	34.4	2.4	111																
3 OR 4 PEOPLE	66933	1349	37.5	2.0	94																
5 OR MORE PEOPLE	29550	*451	12.5	1.5	71																
NO CHILD IN HSHLD	96587	2300	63.9	2.4	111																
CHILD(REN) UNDER 2 YRS	10844	**108	3.0	1.0	46																
2 - 5 YEARS	26358	*316	8.8	1.2	56																
6 - 11 YEARS	30453	*487	13.5	1.6	75																
12 - 17 YEARS	36575	743	20.7	2.0	95																
RESIDENCE OWNED	117770	2603	72.4	2.2	103																
VALUE: \$50,000 OR MORE	70166	2212	61.5	3.2	147																
VALUE: UNDER \$50,000	47604	*391	10.9	0.8	38																

		TOTAL U.S. '000	TIA MARIA				A				B				C				D			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	3597	100.0	2.1	100																
MAGAZINES	QUINTILE 1	34022	1175	32.7	3.5	161																
	QUINTILE 2	34800	966	26.9	2.8	129																
	QUINTILE 3	30514	543	15.1	1.8	83																
	QUINTILE 4	33324	453	12.6	1.4	63																
	QUINTILE 5	35066	*461	12.8	1.3	61																
NEWSPAPERS	QUINTILE 1	29107	1071	29.8	3.7	172																
	QUINTILE 2	49095	1051	29.2	2.1	100																
	QUINTILE 3	23107	507	14.1	2.2	102																
	QUINTILE 4	33556	594	16.5	1.8	83																
	QUINTILE 5	32863	*375	10.4	1.1	53																
OUTDOOR	QUINTILE 1	33431	844	23.5	2.5	118																
	QUINTILE 2	33478	912	25.4	2.7	127																
	QUINTILE 3	33574	696	19.3	2.1	97																
	QUINTILE 4	33935	664	18.5	2.0	91																
	QUINTILE 5	33310	482	13.4	1.4	67																
RADIO-DRIVE TIME	QUINTILE 1	33136	857	23.8	2.6	121																
	QUINTILE 2	31658	650	18.1	2.1	96																
	QUINTILE 3	32541	818	22.7	2.5	117																
	QUINTILE 4	34247	737	20.5	2.2	100																
	QUINTILE 5	36144	534	14.8	1.5	69																
RADIO-MID- DAY	TERCILE 1	45037	1043	29.0	2.3	108																
	TERCILE 2	44819	963	26.8	2.1	100																
	TERCILE 3	77872	1591	44.2	2.0	95																
RADIO-TOTAL	QUINTILE 1	33763	815	22.7	2.4	113																
	QUINTILE 2	33240	639	17.8	1.9	90																
	QUINTILE 3	33408	906	25.2	2.7	126																
	QUINTILE 4	34792	709	19.7	2.0	95																
	QUINTILE 5	32524	528	14.7	1.6	76																
TV-PRIME TIME	QUINTILE 1	33090	635	17.7	1.9	89																
	QUINTILE 2	33357	805	22.4	2.4	113																
	QUINTILE 3	33980	713	19.8	2.1	98																
	QUINTILE 4	33854	697	19.4	2.1	96																
	QUINTILE 5	33444	747	20.8	2.2	104																
TV-DAYTIME	TERCILE 1	49121	699	19.4	1.4	66																
	TERCILE 2	48823	1293	35.9	2.6	123																
	TERCILE 3	69782	1605	44.6	2.3	107																
TV-TOTAL	QUINTILE 1	33584	611	17.0	1.8	85																
	QUINTILE 2	33441	630	17.5	1.9	88																
	QUINTILE 3	33505	741	20.6	2.2	103																
	QUINTILE 4	33466	828	23.0	2.5	115																
	QUINTILE 5	33731	788	21.9	2.3	109																
MAGAZINES-NEWSPAPERS: DUAL		44503	1497	41.6	3.4	157																
MAGAZINE IMPERATIVE		39363	851	23.7	2.2	101																
NEWSPAPER IMPERATIVE		46441	809	22.5	1.7	81																
MAGAZINES-OUTDOOR: DUAL		33726	1069	29.7	3.2	148																
MAGAZINE IMPERATIVE		52846	1303	36.2	2.5	115																
OUTDOOR IMPERATIVE		52140	917	25.5	1.8	82																
MAGAZINES-RADIO: DUAL		37081	991	27.6	2.7	125																
MAGAZINE IMPERATIVE		49747	1442	40.1	2.9	135																
RADIO IMPERATIVE		49208	805	22.4	1.6	76																
MAGAZINES-TELEVISION: DUAL		33103	866	24.1	2.6	122																
MAGAZINE IMPERATIVE		54575	1612	44.8	3.0	138																
TELEVISION IMPERATIVE		53249	713	19.8	1.3	62																
NEWSPAPERS-OUTDOOR: DUAL		36255	1109	30.8	3.1	143																
NEWSPAPER IMPERATIVE		55591	1224	34.0	2.2	103																
OUTDOOR IMPERATIVE		48319	937	26.0	1.9	90																
NEWSPAPERS-RADIO: DUAL		37242	1051	29.2	2.8	132																
NEWSPAPER IMPERATIVE		54423	1417	39.4	2.6	121																
RADIO IMPERATIVE		46650	806	22.4	1.7	81																
NEWSPAPERS-TELEVISION: DUAL		35974	795	22.1	2.2	103																
NEWSPAPER IMPERATIVE		56095	1618	45.0	2.9	134																
TELEVISION IMPERATIVE		47170	753	20.9	1.6	74																
OUTDOOR-RADIO: DUAL		33748	887	24.7	2.6	123																
OUTDOOR IMPERATIVE		52785	1299	36.1	2.5	115																
RADIO IMPERATIVE		52882	1051	29.2	2.0	93																
OUTDOOR-TELEVISION: DUAL		32030	880	24.5	2.7	128																
OUTDOOR IMPERATIVE		54626	1351	37.6	2.5	115																
TELEVISION IMPERATIVE		54874	757	21.0	1.4	64																
RADIO-TELEVISION: DUAL		33386	617	17.2	1.8	86																
RADIO IMPERATIVE		53810	1382	38.4	2.6	120																
TELEVISION IMPERATIVE		54023	1047	29.1	1.9	90																

	TOTAL U.S. '000	TIA MARIA				A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D												
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL ADULTS	167727	3597	100.0	2.1	100												
ATLANTIC MONTHLY	867	**30	0.8	3.5	161												
BARRON'S	1580	**187	5.2	11.8	552												
BETTER HOMES & GARDENS	22203	632	17.6	2.8	133												
BON APPETIT	3810	210	5.8	5.5	257												
BUSINESS WEEK	4663	299	8.3	6.4	299												
CAR AND DRIVER	3102	**78	2.2	2.5	117												
CBS MAGAZINE NETWORK (GROSS)	7311	*207	5.8	2.8	132												
CHANGING TIMES	3400	**115	3.2	3.4	158												
COLONIAL HOMES	1796	**52	1.4	2.9	135												
CONDE NAST MAG. PKG. (GROSS)	19924	659	18.3	3.3	154												
CONSUMERS DIGEST	3125	**107	3.0	3.4	160												
COSMOPOLITAN	10577	302	8.4	2.9	133												
COUNTRY LIVING	3746	**109	3.0	2.9	136												
CUISINE	2214	**106	2.9	4.8	223												
CYCLE WORLD	2394	**50	1.4	2.1	97												
DCI:CREATIVE IDEAS FOR LIV	3068	**47	1.3	1.5	71												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	251	7.0	2.6	122												
DISCOVER	2277	**43	1.2	1.9	88												
EBONY	7187	**60	1.7	0.8	39												
ESQUIRE	2560	**115	3.2	4.5	209												
ESSENCE	3242	**26	0.7	0.8	37												
FAMILY CIRCLE	19639	418	11.6	2.1	99												
THE FAMILY HANDYMAN	3540	**98	2.7	2.8	129												
FAMILY WEEKLY	23924	453	12.6	1.9	88												
FIELD & STREAM	9883	*156	4.3	1.6	74												
FOOD & WINE	1030	**88	2.4	8.5	398												
FORBES	2679	*265	7.4	9.9	461												
FORTUNE	2931	*223	6.2	7.6	355												
GENTLEMEN'S QUARTERLY	3481	**73	2.0	2.1	98												
GLAMOUR	7163	*260	7.2	3.6	169												
GOLF DIGEST	2355	*121	3.4	5.1	240												
GOLF DIGEST/TENNIS (GROSS)	3610	*203	5.6	5.6	262												
GOLF MAGAZINE	2046	*150	4.2	7.3	342												
GOLF MAGAZINE/SKI (GROSS)	3547	*199	5.5	5.6	262												
GOOD HOUSEKEEPING	20353	636	17.7	3.1	146												
HARPER'S BAZAAR	3362	*134	3.7	4.0	186												
HEALTH	2987	**114	3.2	3.8	178												
HEARST MAG CORP. BUY (GROSS)	67928	1899	52.8	2.8	130												
HEARST MAN POWER (GROSS)	11282	*202	5.6	1.8	83												
HEARST WOMAN POWER (GROSS)	40514	1152	32.0	2.8	133												
HOUSE BEAUTIFUL	4885	*158	4.4	3.2	151												
INC.	1308	**92	2.6	7.0	328												
JET	6498	**90	2.5	1.4	65												
LADIES' HOME JOURNAL	14797	429	11.9	2.9	135												
LHJ FAMILY GRP COMBO(GROSS)	21743	666	18.5	3.1	143												
LIFE	9881	288	8.0	2.9	136												
L.A. TIMES HOME MAGAZINE	2775	*206	5.7	7.4	346												
MADMOISELLE	4219	**114	3.2	2.7	126												
MC CALL'S	16422	469	13.0	2.9	133												
MC CALL'S/WRK MOTHER (GROSS)	17919	482	13.4	2.7	125												
MECHANIX ILLUSTRATED	4433	**55	1.5	1.2	58												
METROPOLITAN HOME	1504	**44	1.2	2.9	136												
MONEY	4723	313	8.7	6.6	309												
MOTHER EARTH NEWS	2325	**103	2.9	4.4	207												
MS.	1189	**64	1.8	5.4	251												
NATIONAL ENQUIRER	18892	296	8.2	1.6	73												
NATIONAL GEOGRAPHIC	22129	881	24.5	4.0	186												
NATIONAL SUNDAY MAGAZINE PKG	103750	2558	71.1	2.5	115												
NATURAL HISTORY	1379	**53	1.5	3.8	179												
NEW WOMAN	2289	**63	1.8	2.8	128												
NEW YORK INCLUDING CUE	1088	**61	1.7	5.6	261												
THE NEW YORKER	2459	*151	4.2	6.1	286												
NEWSWEEK	16527	573	15.9	3.5	162												
THE N.Y. TIMES DAILY EDITION	2739	*180	5.0	6.6	306												
THE N.Y. TIMES MAGAZINE	4443	305	8.5	6.9	320												
OMNI	2799	**37	1.0	1.3	62												
ON CABLE	2209	**12	0.3	0.5	25												
1001 HOME IDEAS	3959	**122	3.4	3.1	144												
ORGANIC GARDENING	3111	**96	2.7	3.1	144												
OUTDOOR LIFE	5024	**70	1.9	1.4	65												
PARADE MAGAZINE	51292	1249	34.7	2.4	114												

	TOTAL U.S. '000	TIA MARIA				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX																
TOTAL ADULTS	167727	3597	100.0	2.1	100																
PARENTS	5298	**66	1.8	1.2	58																
PENTHOUSE	5129	*156	4.3	3.0	142																
PEOPLE	21070	622	17.3	3.0	138																
PLAYBOY	10562	229	6.4	2.2	101																
POPULAR HOT RODDING	2498	**34	0.9	1.4	63																
POPULAR MECHANICS	5887	*159	4.4	2.7	126																
POPULAR SCIENCE	4317	**74	2.1	1.7	80																
PREVENTION	5792	*171	4.8	3.0	138																
PSYCHOLOGY TODAY	3284	**117	3.3	3.6	166																
READER'S DIGEST	40046	917	25.5	2.3	107																
REDBOOK	9584	*214	5.9	2.2	104																
ROAD & TRACK	2590	**99	2.8	3.8	178																
ROLLING STONE	3302	**91	2.5	2.8	129																
RUNNER'S WORLD	1229	**22	0.6	1.8	83																
SATURDAY EVENING POST	2110	**78	2.2	3.7	172																
SCIENCE 84	1543	**43	1.2	2.8	130																
SCIENCE DIGEST	1747	**29	0.8	1.7	77																
SCIENTIFIC AMERICAN	1994	**88	2.4	4.4	206																
SELF	3119	*135	3.8	4.3	202																
SEVENTEEN	3923	**90	2.5	2.3	107																
SKI	1501	**49	1.4	3.3	152																
SMITHSONIAN	5976	253	7.0	4.2	197																
SOAP OPERA DIGEST	4228	**61	1.7	1.4	67																
SOUTHERN LIVING	6488	*204	5.7	3.1	147																
SPORT	3500	**53	1.5	1.5	71																
THE SPORTING NEWS	2456	**36	1.0	1.5	68																
SPORTS AFIELD	3648	**14	0.4	0.4	18																
SPORTS ILLUSTRATED	14484	289	8.0	2.0	93																
STAR	12661	*198	5.5	1.6	73																
SUNDAY	52799	1347	37.4	2.6	119																
SUNSET	3513	*184	5.1	5.2	244																
TV GUIDE	42766	966	26.9	2.3	105																
TENNIS	1254	**82	2.3	6.5	305																
TIME	22054	784	21.8	3.6	166																
TOWN & COUNTRY	1555	**80	2.2	5.1	240																
TRAVEL & LEISURE	2173	*107	3.0	4.9	230																
TRUE STORY	4636	**27	0.8	0.6	27																
U.S. NEWS & WORLD REPORT	10353	393	10.9	3.8	177																
USA TODAY	4994	*207	5.8	4.1	193																
US	3528	**90	2.5	2.6	119																
VOGUE	5424	*150	4.2	2.8	129																
WALL STREET JOURNAL	6292	460	12.8	7.3	341																
WEIGHT WATCHERS	2762	**75	2.1	2.7	127																
WOMAN'S DAY	16320	404	11.2	2.5	115																
WORKING MOTHER	1496	**14	0.4	0.9	44																
WORKING WOMAN	1851	**66	1.8	3.6	166																
WORLD TENNIS	580	**32	0.9	5.5	257																
ZIFF-DAVIS MAG NETWK (GROSS)	12412	304	8.5	2.4	114																
BLAIR INSERTS	91671	2447	68.0	2.7	124																
DAILY NEWSPAPERS																					
READ ANY	109190	2655	73.8	2.4	113																
READ ONE	89587	1962	54.5	2.2	102																
READ TWO OR MORE	19602	693	19.3	3.5	165																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	109661	2750	76.5	2.5	117																
READ ONE	95074	2173	60.4	2.3	107																
READ TWO OR MORE	14588	577	16.0	4.0	184																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	28.80	30.01																			
30 DAY REACH	149706	3412	94.9	2.3	106																
50 SHWG - 30 DAY AV FREQ	15.16	15.59																			
30 DAY REACH	142406	3297	91.7	2.3	108																
25 SHWG - 30 DAY AV FREQ	8.23	8.37																			
30 DAY REACH	131152	3050	84.8	2.3	108																
CABLE TV: HOME WIRED	66879	1583	44.0	2.4	110																
HOME NOT WIRED	100848	2014	56.0	2.0	93																
HAVE PAY CABLE	35024	853	23.7	2.4	114																

GIN

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-21

		'000	%	UNWEIGHTED
4A. DO YOU YOURSELF DRINK IT?				
	YES	28309	16.9	3330
	NO	139418	83.1	15780

IF YOU DO

4B. WHO DECIDES WHICH BRANDS OF
GIN YOU DRINK?
(MARK AS MANY AS APPLY)

YOURSELF	21626	12.9	2546
YOUR HUSBAND/WIFE	6536	3.9	750
LIQUOR DEALER	518	.3	82
OTHER MALE	2430	1.4	229
OTHER FEMALE	1391	.8	117
DO NOT KNOW	1715	1.0	193

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
4C. WHICH BRANDS DO YOU DRINK?									
BEEFEATER	8958	5.3	1681	1.0	4493	2.7	2785	1.7	1079
BOMBAY	1439	.9	146	.1	715	.4	578	.3	175
BOODLES	764	.5	57	*	384	.2	324	.2	105
BOOTH'S	1574	.9	164	.1	1092	.7	318	.2	188
BURNETT'S	604	.4	104	.1	280	.2	221	.1	90
CALVERT	2439	1.5	524	.3	1292	.8	624	.4	289
FLEISCHMANN'S	3127	1.9	459	.3	1537	.9	1131	.7	403
GILBEY'S	8429	5.0	2311	1.4	4105	2.4	2013	1.2	924
GORDON'S	9408	5.6	2096	1.2	4475	2.7	2837	1.7	1111
HIRAM WALKER	1551	.9	249	.1	738	.4	564	.3	195
SCHENLEY	970	.6	167	.1	559	.3	244	.1	105
SEAGRAMS	5894	3.5	2094	1.2	2621	1.6	1180	.7	628
TANQUERAY	6821	4.1	1766	1.1	3206	1.9	1849	1.1	814
OTHER BRANDS	3178	1.9	1176	.7	1293	.8	709	.4	399
DO NOT KNOW	423	.3							50

IN LAST 7 DAYS

	'000	%	UNWEIGHTED
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4D. ABOUT HOW MANY DRINKS OR GLASSES OF
GIN DID YOU HAVE IN THE LAST 7 DAYS
AND HOW MANY DRINKS OR GLASSES DID
YOU HAVE IN THE LAST 30 DAYS?

14 OR MORE	H	528	.3	67
8 - 13	H	482	.3	60
7	H	465	.3	67
5 - 6	H	826	.5	108
3 - 4	H	2281	1.4	282
2	M	2469	1.5	305
1	M	3106	1.9	354
NONE	L	18152	10.8	2087

IN LAST 30 DAYS

	'000	%	UNWEIGHTED
14 OR MORE	1376	.8	175
8 - 13	1670	1.0	193
7	918	.5	110
5 - 6	1706	1.0	215
3 - 4	3629	2.2	407
2	3258	1.9	423
1	3083	1.8	351
NONE	12671	7.6	1456

... AND HOW MANY DRINKS OR GLASSES
DID YOU HAVE IN THE LAST 30 DAYS?

14 OR MORE	
8 - 13	
7	
5 - 6	
3 - 4	
2	
1	
NONE	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	28309	100.0	16.9	100	4582	100.0	2.7	100	5576	100.0	3.3	100	18152	100.0	10.8	100
MALES	79263	14827	52.4	18.7	111	2907	63.4	3.7	134	3000	53.8	3.8	114	8920	49.1	11.3	104
FEMALES	88464	13483	47.6	15.2	90	1675	36.6	1.9	69	2576	46.2	2.9	88	9232	50.9	10.4	96
18 - 24	28671	5488	19.4	19.1	113	887	19.4	3.1	113	1222	21.9	4.3	128	3380	18.6	11.8	109
25 - 34	39536	7482	26.4	18.9	112	1050	22.9	2.7	97	1324	23.7	3.3	101	5108	28.1	12.9	119
35 - 44	28978	5728	20.2	19.8	117	829	18.1	2.9	105	1076	19.3	3.7	112	3823	21.1	13.2	122
45 - 54	22345	3471	12.3	15.5	92	589	12.9	2.6	96	737	13.2	3.3	99	2145	11.8	9.6	89
55 - 64	22224	3585	12.7	16.1	96	653	14.3	2.9	108	747	13.4	3.4	101	2185	12.0	9.8	91
65 OR OLDER	25973	2555	9.0	9.8	58	574	12.5	2.2	81	470	8.4	1.8	54	1512	8.3	5.8	54
18 - 34	68207	12970	45.8	19.0	113	1938	42.3	2.8	104	2546	45.7	3.7	112	8487	46.8	12.4	115
18 - 49	108058	20485	72.4	19.0	112	3074	67.1	2.8	104	4047	72.6	3.7	113	13365	73.6	12.4	114
25 - 54	90859	16680	58.9	18.4	109	2468	53.9	2.7	99	3137	56.3	3.5	104	11075	61.0	12.2	113
35 - 49	39851	7515	26.5	18.9	112	1136	24.8	2.9	104	1501	26.9	3.8	113	4878	26.9	12.2	113
50 OR OLDER	59669	7824	27.6	13.1	78	1508	32.9	2.5	93	1529	27.4	2.6	77	4787	26.4	8.0	74
GRADUATED COLLEGE	28091	7378	26.1	26.3	156	957	20.9	3.4	125	1514	27.2	5.4	162	4907	27.0	17.5	161
ATTENDED COLLEGE	28938	6123	21.6	21.2	125	799	17.4	2.8	101	1373	24.6	4.7	143	3951	21.8	13.7	126
GRADUATED HIGH SCHOOL	65503	10307	36.4	15.7	93	1583	34.5	2.4	88	1773	31.8	2.7	81	6951	38.3	10.6	98
DID NOT GRADUATE HIGH SCHOOL	45195	4502	15.9	10.0	59	1243	27.1	2.8	101	916	16.4	2.0	61	2343	12.9	5.2	48
EMPLOYED MALES	56429	11585	40.9	20.5	122	2190	47.8	3.9	142	2297	41.2	4.1	122	7098	39.1	12.6	116
EMPLOYED FEMALES	43971	8033	28.4	18.3	108	799	17.4	1.8	67	1388	24.9	3.2	95	5846	32.2	13.3	123
EMPLOYED FULL-TIME	87773	17170	60.7	19.6	116	2651	57.9	3.0	111	3167	56.8	3.6	109	11352	62.5	12.9	120
EMPLOYED PART-TIME	12627	2448	8.6	19.4	115	*338	7.4	2.7	98	*518	9.3	4.1	123	1592	8.8	12.6	116
NOT EMPLOYED	67327	8691	30.7	12.9	76	1592	34.7	2.4	87	1891	33.9	2.8	84	5208	28.7	7.7	71
PROFESSIONAL/MANAGER	25845	6485	22.9	25.1	149	757	16.5	2.9	107	1402	25.1	5.4	163	4326	23.8	16.7	155
TECH/CLERICAL/SALES	30895	6347	22.4	20.5	122	933	20.4	3.0	111	883	15.8	2.9	86	4531	25.0	14.7	136
PRECISION/CRAFT	12629	2239	7.9	17.7	105	*504	11.0	4.0	146	*458	8.2	3.6	109	1277	7.0	10.1	93
OTHER EMPLOYED	31031	4546	16.1	14.6	87	796	17.4	2.6	94	942	16.9	3.0	91	2809	15.5	9.1	84
SINGLE	35557	7904	27.9	22.2	132	1462	31.9	4.1	151	1656	29.7	4.7	140	4786	26.4	13.5	124
MARRIED	103585	16318	57.6	15.8	93	2478	54.1	2.4	88	3005	53.9	2.9	87	10834	59.7	10.5	97
DIVORCED/SEPARATED/WIDOWED	28585	4088	14.4	14.3	85	642	14.0	2.2	82	914	16.4	3.2	96	2532	13.9	8.9	82
PARENTS	59295	10054	35.5	17.0	100	1293	28.2	2.2	80	1843	33.1	3.1	93	6918	38.1	11.7	108
WHITE	146081	24779	87.5	17.0	101	3580	78.1	2.5	90	4700	84.3	3.2	97	16499	90.9	11.3	104
BLACK	17974	3115	11.0	17.3	103	903	19.7	5.0	184	780	14.0	4.3	131	1431	7.9	8.0	74
OTHER	3672	*416	1.5	11.3	67	*98	2.1	2.7	98	*96	1.7	2.6	79	*222	1.2	6.0	56
NORTHEAST-CENSUS	37005	8185	28.9	22.1	131	1430	31.2	3.9	141	1282	23.0	3.5	104	5473	30.2	14.8	137
NORTH CENTRAL	42642	6380	22.5	15.0	89	757	16.5	1.8	65	1353	24.3	3.2	95	4270	23.5	10.0	93
SOUTH	56777	7547	26.7	13.3	79	1449	31.6	2.6	93	1662	29.8	2.9	88	4436	24.4	7.8	72
WEST	31303	6197	21.9	19.8	117	945	20.6	3.0	111	1279	22.9	4.1	123	3973	21.9	12.7	117
NORTHEAST-MKTG.	38125	8511	30.1	22.3	132	1553	33.9	4.1	149	1466	26.3	3.8	116	5492	30.3	14.4	133
EAST CENTRAL	24794	3987	14.1	16.1	95	545	11.9	2.2	80	700	12.6	2.8	85	2741	15.1	11.1	102
WEST CENTRAL	28511	4239	15.0	14.9	88	548	12.0	1.9	70	950	17.0	3.3	100	2742	15.1	9.6	89
SOUTH	48953	6110	21.6	12.5	74	1109	24.2	2.3	83	1311	23.5	2.7	81	3690	20.3	7.5	70
PACIFIC	27344	5464	19.3	20.0	118	828	18.1	3.0	111	1149	20.6	4.2	126	3487	19.2	12.8	118
COUNTY SIZE A	69301	13915	49.2	20.1	119	2492	54.4	3.6	132	3039	54.5	4.4	132	8384	46.2	12.1	112
COUNTY SIZE B	50633	8367	29.6	16.5	98	1182	25.8	2.3	85	1432	25.7	2.8	85	5753	31.7	11.4	105
COUNTY SIZE C	26259	3843	13.6	14.6	87	*488	10.7	1.9	68	617	11.1	2.3	71	2738	15.1	10.4	96
COUNTY SIZE D	21534	2185	7.7	10.1	60	*420	9.2	2.0	71	*488	8.8	2.3	68	1277	7.0	5.9	55
METRO CENTRAL CITY	50014	9211	32.5	18.4	109	2006	43.8	4.0	147	1935	34.7	3.9	116	5270	29.0	10.5	97
METRO SUBURBAN	76832	14020	49.5	18.2	108	1789	39.0	2.3	85	2607	46.8	3.4	102	9624	53.0	12.5	116
NON METRO	40881	5078	17.9	12.4	74	787	17.2	1.9	70	1033	18.5	2.5	76	3258	17.9	8.0	74
TOP 5 ADI'S	39550	8447	29.8	21.4	127	1435	31.3	3.6	133	1870	33.5	4.7	142	5142	28.3	13.0	120
TOP 10 ADI'S	54877	11004	38.9	20.1	119	2040	44.5	3.7	136	2420	43.4	4.4	133	6544	36.1	11.9	110
TOP 20 ADI'S	77516	15295	54.0	19.7	117	2632	57.4	3.4	124	3129	56.1	4.0	121	9533	52.5	12.3	114
HSGLD INC. \$50,000 OR MORE	17257	4386	15.5	25.4	151	*573	12.5	3.3	122	884	15.9	5.1	154	2929	16.1	17.0	157
\$40,000 OR MORE	33235	7972	28.2	24.0	142	1073	23.4	3.2	118	1586	28.4	4.8	144	5313	29.3	16.0	148
\$30,000 OR MORE	59693	13028	46.0	21.8	129	1803	39.3	3.0	111	2428	43.5	4.1	122	8798	48.5	14.7	136
\$25,000 OR MORE	76275	16292	57.6	21.4	127	2340	51.1	3.1	112	2845	51.0	3.7	112	11108	61.2	14.6	135
\$20,000 - \$24,999	18607	3220	11.4	17.3	103	481	10.5	2.6	96	807	14.5	4.3	130	1932	10.6	10.4	96
\$15,000 - \$19,999	17175	2617	9.2	15.2	90	*364	7.9	2.1	78	603	10.8	3.5	106	1649	9.1	9.6	89
\$10,000 - \$14,999	24569	2977	10.5	12.1	72	614	13.4	2.5	91	689	12.4	2.8	84	1673	9.2	6.8	63
UNDER \$10,000	31101	3204	11.3	10.3	61	782	17.1	2.5	92	631	11.3	2.0	61	1790	9.9	5.8	53
HOUSEHOLD OF 1 PERSON	19441	3201	11.3	16.5	98	618	13.5	3.2	116	611	11.1	3.2	96	1964	10.8	10.1	93
2 PEOPLE	51803	8148	28.8	15.7	93	1441	31.4	2.8	102	1727	31.0	3.3	100	4981	27.4	9.6	89
3 OR 4 PEOPLE	66933	11984	42.3	17.9	106	1746	38.1	2.6	95	2071	37.1	3.1	93	8167	45.0	12.2	113
5 OR MORE PEOPLE	29550	4976	17.6	16.8	100	*777	17.0	2.6	96	1159	20.8	3.9	118	3041	16.8	10.3	95
NO CHILD IN HSHLD	96587	16180	57.2	16.8	99	2992	65.3	3.1	113	3179	57.0	3.3	99	10010	55.1	10.4	96
CHILD(REN) UNDER 2 YRS	10844	1680	5.9	15.5	92	*238	5.2	2.2	80	*317	5.7	2.9	88	1125	6.2	10.4	96
2 - 5 YEARS	26358	4117	14.5	15.6	93	683	14.9	2.6	95	680	12.2	2.6	78	2754	15.2	10.4	97
6 - 11 YEARS	30453	5093	18.0	16.7	99	548	12.0	1.8	66	1019	18.3	3.3	101	3527	19.4	11.6	107
12 - 17 YEARS	36575	6640	23.5	18.2	108	898	19.6	2.5	90	1515	27.2	4.1	125	4227	23.3	11.6	107
RESIDENCE OWNED	117770	19572	69.1	16.6	98	2961	64.6	2.5	92	3570	64.0	3.0	91	13042	71.8	11.1	102
VALUE: \$50,000 OR MORE	70166	14163	50.0	20.2	120	2097	45.8	3.0	109	2646	47.5	3.8	113	9420	51.9	13.4	124
VALUE: UNDER \$50,000	47604	5409	19.1	11.4	67	863	18.8	1.8	66	924	16.6	1.9	58	3622	20.0	7.6	70

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	28309	100.0	16.9	100	4582	100.0	2.7	100	5576	100.0	3.3	100	18152	100.0	10.8	100
MAGAZINES	QUINTILE 1	34022	8276	29.2	24.3	144	886	19.3	2.6	95	1609	28.9	4.7	142	5781	31.8	17.0	157
	QUINTILE 2	34800	6565	23.2	18.9	112	1101	24.0	3.2	116	1313	23.5	3.8	113	4152	22.9	11.9	110
	QUINTILE 3	30514	5091	18.0	16.7	99	768	16.8	2.5	92	1064	19.1	3.5	105	3258	17.9	10.7	99
	QUINTILE 4	33324	4943	17.5	14.8	88	952	20.8	2.9	105	820	14.7	2.5	74	3172	17.5	9.5	88
	QUINTILE 5	35066	3435	12.1	9.8	58	875	19.1	2.5	91	770	13.8	2.2	66	1790	9.9	5.1	47
NEWSPAPERS	QUINTILE 1	29107	6863	24.2	23.6	140	1168	25.5	4.0	147	1346	24.1	4.6	139	4349	24.0	14.9	138
	QUINTILE 2	49095	9102	32.2	18.5	110	1319	28.8	2.7	98	1624	29.1	3.3	100	6159	33.9	12.5	116
	QUINTILE 3	23107	4054	14.3	17.5	104	640	14.0	2.8	101	747	13.4	3.2	97	2667	14.7	11.5	107
	QUINTILE 4	33556	4711	16.6	14.0	83	712	15.5	2.1	78	973	17.4	2.9	87	3025	16.7	9.0	83
	QUINTILE 5	32863	3579	12.6	10.9	65	743	16.2	2.3	83	885	15.9	2.7	81	1951	10.7	5.9	55
OUTDOOR	QUINTILE 1	33431	6702	23.7	20.0	119	997	21.8	3.0	109	1142	20.5	3.4	103	4562	25.1	13.6	126
	QUINTILE 2	33478	5936	21.0	17.7	105	959	20.9	2.9	105	1308	23.5	3.9	118	3669	20.2	11.0	101
	QUINTILE 3	33574	5632	19.9	16.8	99	1005	21.9	3.0	110	1065	19.1	3.2	95	3562	19.6	10.6	98
	QUINTILE 4	33935	5337	18.9	15.7	93	833	18.2	2.5	90	1077	19.3	3.2	95	3426	18.9	10.1	93
	QUINTILE 5	33310	4703	16.6	14.1	84	788	17.2	2.4	87	982	17.6	2.9	89	2933	16.2	8.8	81
RADIO-DRIVE TIME	QUINTILE 1	33136	5861	20.7	17.7	105	914	19.9	2.8	101	1084	19.4	3.3	98	3863	21.3	11.7	108
	QUINTILE 2	31658	5473	19.3	17.3	102	866	18.9	2.7	100	1148	20.6	3.6	109	3460	19.1	10.9	101
	QUINTILE 3	32541	5988	21.2	18.4	109	892	19.5	2.7	100	1135	20.4	3.5	105	3960	21.8	12.2	112
	QUINTILE 4	34247	5866	20.7	17.1	101	1005	21.9	2.9	107	1101	19.7	3.2	97	3760	20.7	11.0	101
	QUINTILE 5	36144	5121	18.1	14.2	84	904	19.7	2.5	92	1107	19.9	3.1	92	3110	17.1	8.6	80
RADIO-MID- DAY	TERCILE 1	45037	7697	27.2	17.1	101	1303	28.4	2.9	106	1510	27.1	3.4	101	4884	26.9	10.8	100
	TERCILE 2	44819	7603	26.9	17.0	101	1246	27.2	2.8	102	1458	26.1	3.3	98	4899	27.0	10.9	101
	TERCILE 3	77872	13009	46.0	16.7	99	2033	44.4	2.6	96	2608	46.8	3.3	101	8368	46.1	10.7	99
RADIO-TOTAL	QUINTILE 1	33763	6064	21.4	18.0	106	927	20.2	2.7	101	1156	20.7	3.4	103	3982	21.9	11.8	109
	QUINTILE 2	33240	5664	20.0	17.0	101	1024	22.3	3.1	113	1056	18.9	3.2	96	3583	19.7	10.8	100
	QUINTILE 3	33408	6028	21.3	18.0	107	868	18.9	2.6	95	1270	22.8	3.8	114	3890	21.4	11.6	108
	QUINTILE 4	34792	6233	22.0	17.9	106	889	19.4	2.6	94	1163	20.9	3.3	101	4181	23.0	12.0	111
	QUINTILE 5	32524	4322	15.3	13.3	79	874	19.1	2.7	98	931	16.7	2.9	86	2516	13.9	7.7	71
TV-PRIME TIME	QUINTILE 1	33090	5282	18.7	16.0	95	986	21.5	3.0	109	837	15.0	2.5	76	3459	19.1	10.5	97
	QUINTILE 2	33357	5770	20.4	17.3	102	923	20.1	2.8	101	1256	22.5	3.8	113	3590	19.8	10.8	99
	QUINTILE 3	33980	6116	21.6	18.0	107	994	21.7	2.9	107	1281	23.0	3.8	113	3841	21.2	11.3	104
	QUINTILE 4	33854	5883	20.8	17.4	103	967	21.1	2.9	105	1155	20.7	3.4	103	3760	20.7	11.1	103
	QUINTILE 5	33444	5259	18.6	15.7	93	712	15.5	2.1	78	1045	18.7	3.1	94	3502	19.3	10.5	97
TV-DAYTIME	TERCILE 1	49121	6530	23.1	13.3	79	1331	29.0	2.7	99	1253	22.5	2.6	77	3947	21.7	8.0	74
	TERCILE 2	48823	8595	30.4	17.6	104	1309	28.6	2.7	98	1571	28.2	3.2	97	5715	31.5	11.7	108
	TERCILE 3	69782	13184	46.6	18.9	112	1942	42.4	2.8	102	2752	49.4	3.9	119	8490	46.8	12.2	112
TV-TOTAL	QUINTILE 1	33584	4655	16.4	13.9	82	979	21.4	2.9	107	782	14.0	2.3	70	2893	15.9	8.6	80
	QUINTILE 2	33441	5473	19.3	16.4	97	984	21.5	2.9	108	1113	20.0	3.3	100	3376	18.6	10.1	93
	QUINTILE 3	33505	6291	22.2	18.8	111	904	19.7	2.7	99	1306	23.4	3.9	117	4080	22.5	12.2	113
	QUINTILE 4	33466	6121	21.6	18.3	108	898	19.6	2.7	98	1297	23.3	3.9	117	3926	21.6	11.7	108
	QUINTILE 5	33731	5771	20.4	17.1	101	816	17.8	2.4	89	1078	19.3	3.2	96	3877	21.4	11.5	106
MAGAZINES-NEWSPAPERS: DUAL		44503	10363	36.6	23.3	138	1453	31.7	3.3	120	1931	34.6	4.3	131	6980	38.5	15.7	145
MAGAZINE IMPERATIVE		39363	6755	23.9	17.2	102	849	18.5	2.2	79	1482	26.6	3.8	113	4424	24.4	11.2	104
NEWSPAPER IMPERATIVE		46441	7453	26.3	16.0	95	1380	30.1	3.0	109	1415	25.4	3.0	92	4658	25.7	10.0	93
MAGAZINES-OUTDOOR: DUAL		33726	7329	25.9	21.7	129	877	19.1	2.6	95	1343	24.1	4.0	120	5109	28.1	15.1	140
MAGAZINE IMPERATIVE		52846	10169	35.9	19.2	114	1489	32.5	2.8	103	2121	38.0	4.0	121	6559	36.1	12.4	115
OUTDOOR IMPERATIVE		52140	7749	27.4	14.9	88	1669	36.4	3.2	117	1588	28.5	3.0	92	4492	24.7	8.6	80
MAGAZINES-RADIO: DUAL		37081	7845	27.7	21.2	125	1216	26.5	3.3	120	1531	27.5	4.1	124	5099	28.1	13.8	127
MAGAZINE IMPERATIVE		49747	10006	35.3	20.1	119	1218	26.6	2.4	90	2032	36.4	4.1	123	6755	37.2	13.6	125
RADIO IMPERATIVE		49208	6861	24.2	13.9	83	1263	27.6	2.6	94	1279	22.9	2.6	78	4318	23.8	8.8	81
MAGAZINES-TELEVISION: DUAL		33103	6141	21.7	18.6	110	961	21.0	2.9	106	1334	23.9	4.0	121	3846	21.2	11.6	107
MAGAZINE IMPERATIVE		54575	11960	42.2	21.9	130	1487	32.5	2.7	100	2307	41.4	4.2	127	8167	45.0	15.0	138
TELEVISION IMPERATIVE		53249	6776	23.9	12.7	75	1436	31.3	2.7	99	1246	22.3	2.3	70	4094	22.6	7.7	71
NEWSPAPERS-OUTDOOR: DUAL		36255	7651	27.0	21.1	125	1120	24.4	3.1	113	1319	23.7	3.6	109	5213	28.7	14.4	133
NEWSPAPER IMPERATIVE		55591	10540	37.2	19.0	112	1737	37.9	3.1	114	2096	37.6	3.8	113	6707	36.9	12.1	111
OUTDOOR IMPERATIVE		48319	7318	25.9	15.1	90	1338	29.2	2.8	101	1525	27.3	3.2	95	4455	24.5	9.2	85
NEWSPAPERS-RADIO: DUAL		37242	7644	27.0	20.5	122	1355	29.6	3.6	133	1173	21.0	3.1	95	5116	28.2	13.7	127
NEWSPAPER IMPERATIVE		54423	10647	37.6	19.6	116	1556	34.0	2.9	105	2192	39.3	4.0	121	6899	38.0	12.7	117
RADIO IMPERATIVE		46650	6603	23.3	14.2	84	1052	23.0	2.3	83	1530	27.4	3.3	99	4022	22.2	8.6	80
NEWSPAPERS-TELEVISION: DUAL		35974	6637	23.4	18.4	109	1087	23.7	3.0	111	1258	22.6	3.5	105	4292	23.6	11.9	110
NEWSPAPER IMPERATIVE		56095	12006	42.4	21.4	127	1733	37.8	3.1	113	2236	40.1	4.0	120	8037	44.3	14.3	132
TELEVISION IMPERATIVE		47170	5982	21.1	12.7	75	1237	27.0	2.6	96	1134	20.3	2.4	72	3610	19.9	7.7	71
OUTDOOR-RADIO: DUAL		33748	6369	22.5	18.9	112	1056	23.0	3.1	115	1108	19.9	3.3	99	4206	23.2	12.5	115
OUTDOOR IMPERATIVE		52785	9453	33.4	17.9	106	1472	32.1	2.8	1								

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	28309	100.0	16.9	100	4582	100.0	2.7	100	5576	100.0	3.3	100	18152	100.0	10.8	100
ATLANTIC MONTHLY	867	301	1.1	34.7	206	**34	0.7	3.9	144	**59	1.1	6.8	205	*209	1.2	24.1	223
BARRON'S	1580	524	1.9	33.2	196	**81	1.8	5.1	188	**95	1.7	6.0	181	*347	1.9	22.0	203
BETTER HOMES & GARDENS	22203	4037	14.3	18.2	108	438	9.6	2.0	72	815	14.6	3.7	110	2785	15.3	12.5	116
BON APPETIT	3810	1039	3.7	27.3	162	**57	1.2	1.5	55	*248	4.4	6.5	196	734	4.0	19.3	178
BUSINESS WEEK	4463	1250	4.4	26.8	159	*181	4.0	3.9	142	*261	4.7	5.6	168	808	4.5	17.3	160
CAR AND DRIVER	3102	811	2.9	26.1	155	*103	2.2	3.3	122	*184	3.3	5.9	178	524	2.9	16.9	156
CBS MAGAZINE NETWORK (GROSS)	7311	2013	7.1	27.5	163	*247	5.4	3.4	124	434	7.8	5.9	179	1331	7.3	18.2	168
CHANGING TIMES	3400	889	3.1	26.1	155	**90	2.0	2.6	97	*181	3.2	5.3	160	*618	3.4	18.2	168
COLONIAL HOMES	1796	406	1.4	22.6	134	**55	1.2	3.1	112	*62	1.1	3.5	104	290	1.6	16.1	149
CONDE NAST MAG. PKG. (GROSS)	19924	4795	16.9	24.1	143	422	9.2	2.1	78	769	13.8	3.9	116	3605	19.9	18.1	167
CONSUMERS DIGEST	3125	716	2.5	22.9	136	**68	1.5	2.2	80	**101	1.8	3.2	97	547	3.0	17.5	162
COSMOPOLITAN	10577	2510	8.9	23.7	141	276	6.0	2.6	96	425	7.6	4.0	121	1810	10.0	17.1	158
COUNTRY LIVING	3746	766	2.7	20.4	121	**62	1.4	1.7	61	**127	2.3	3.4	102	577	3.2	15.4	142
CUISINE	2214	636	2.2	28.7	170	**76	1.7	3.4	126	*148	2.7	6.7	201	413	2.3	18.7	172
CYCLE WORLD	2394	475	1.7	19.8	118	**80	1.7	3.3	122	**99	1.8	4.1	124	*296	1.6	12.4	114
DCI:CREATIVE IDEAS FOR LIV	3068	536	1.9	17.5	104	**38	0.8	1.2	45	**141	2.5	4.6	138	357	2.0	11.6	108
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1792	6.3	18.8	111	*151	3.3	1.6	58	388	7.0	4.1	122	1253	6.9	13.1	121
DISCOVER	2277	550	1.9	24.2	143	**70	1.5	3.1	113	**79	1.4	3.5	104	401	2.2	17.6	163
EBONY	7187	1467	5.2	20.4	121	373	8.1	5.2	190	417	7.5	5.8	175	677	3.7	9.4	87
ESQUIRE	2560	451	1.6	17.6	104	**54	1.2	2.1	77	**66	1.2	2.6	78	332	1.8	13.0	120
ESSENCE	3242	702	2.5	21.7	128	*174	3.8	5.4	196	*129	2.3	4.0	120	400	2.2	12.3	114
FAMILY CIRCLE	19639	3604	12.7	18.4	109	382	8.3	1.9	71	638	11.4	3.2	98	2584	14.2	13.2	122
THE FAMILY HANDYMAN	3540	734	2.6	20.7	123	**94	2.1	2.7	97	*134	2.4	3.8	114	506	2.8	14.3	132
FAMILY WEEKLY	23924	4051	14.3	16.9	100	696	15.2	2.9	106	657	11.8	2.7	83	2698	14.9	11.3	104
FIELD & STREAM	9883	1642	5.8	16.6	98	*188	4.1	1.9	70	283	5.1	2.9	86	1171	6.5	11.8	109
FOOD & WINE	1030	273	1.0	26.5	157	**22	0.5	2.1	78	**67	1.2	6.5	196	*184	1.0	17.9	165
FORBES	2679	901	3.2	33.6	199	*144	3.1	5.4	197	*230	4.1	8.6	258	527	2.9	19.7	182
FORTUNE	2931	905	3.2	30.9	183	*108	2.4	3.7	135	*128	2.3	4.4	131	669	3.7	22.8	211
GENTLEMEN'S QUARTERLY	3481	950	3.4	27.3	162	*171	3.7	4.9	180	*153	2.7	4.4	132	627	3.5	18.0	166
GLAMOUR	7163	1738	6.1	24.3	144	*153	3.3	2.1	78	*276	4.9	3.9	116	1308	7.2	18.3	169
GOLF DIGEST	2355	614	2.2	26.1	154	*88	1.9	3.7	137	**131	2.3	5.6	167	396	2.2	16.8	155
GOLF DIGEST/TENNIS (GROSS)	3610	968	3.4	26.8	159	*118	2.6	3.3	120	*194	3.5	5.4	162	657	3.6	18.2	168
GOLF MAGAZINE	2046	618	2.2	30.2	179	**99	2.2	4.8	177	**182	3.3	8.9	268	337	1.9	16.5	152
GOLF MAGAZINE/SKI (GROSS)	3547	1082	3.8	30.5	181	*132	2.9	3.7	136	*260	4.7	7.3	220	690	3.8	19.5	180
GOOD HOUSEKEEPING	20353	3765	13.3	18.5	110	392	8.6	1.9	71	713	12.8	3.5	105	2660	14.7	13.1	121
HARPER'S BAZAAR	3362	889	3.1	26.4	157	**67	1.5	2.0	73	*197	3.5	5.9	176	625	3.4	18.6	172
HEALTH	2987	615	2.2	20.6	122	**26	0.6	0.9	32	*144	2.6	4.8	145	445	2.5	14.9	138
HEARST MAG CORP. BUY (GROSS)	67928	14154	50.0	20.8	123	1456	31.8	2.1	78	2409	43.2	3.5	107	10289	56.7	15.1	140
HEARST MAN POWER (GROSS)	11282	2156	7.6	19.1	113	269	5.9	2.4	87	269	4.8	2.4	72	1618	8.9	14.3	133
HEARST WOMAN POWER (GROSS)	40514	8091	28.6	20.0	118	807	17.6	2.0	73	1452	26.0	3.6	108	5832	32.1	14.4	133
HOUSE BEAUTIFUL	4485	1193	4.2	24.4	145	*148	3.2	3.0	111	*230	4.1	4.7	142	815	4.5	16.7	154
INC.	1308	438	1.5	33.5	198	**71	1.5	5.4	199	**54	1.0	4.1	124	*313	1.7	23.9	221
JET	6498	1387	4.9	21.3	126	328	7.2	5.0	185	391	7.0	6.0	181	668	3.7	10.3	95
LADIES' HOME JOURNAL	14797	2559	9.0	17.3	102	244	5.3	1.6	60	461	8.3	3.1	94	1854	10.2	12.5	116
LHJ FAMILY GRP COMBO(GROSS)	21743	3945	13.9	18.1	107	329	7.2	1.5	55	696	12.5	3.2	96	2920	16.1	13.4	124
LIFE	9881	2236	7.9	22.6	134	338	7.4	3.4	125	400	7.2	4.0	122	1498	8.3	15.2	140
L.A. TIMES HOME MAGAZINE	2775	720	2.5	25.9	154	*75	1.6	2.7	99	*120	2.2	4.3	130	525	2.9	18.9	175
MADEMOISELLE	4219	1133	4.0	26.9	159	**98	2.1	2.3	85	*241	4.3	5.7	172	795	4.4	18.8	174
MC CALL'S	16422	2871	10.1	17.5	104	313	6.8	1.9	70	478	8.6	2.9	88	2080	11.5	12.7	117
MC CALL'S/MRK MOTHER (GROSS)	17919	3196	11.3	17.8	106	327	7.1	1.8	67	541	9.7	3.0	91	2328	12.8	13.0	120
MECHANIX ILLUSTRATED	4433	861	3.0	19.4	115	**120	2.6	2.7	99	*100	1.8	2.3	68	641	3.5	14.5	134
METROPOLITAN HOME	1504	348	1.2	23.1	137	**29	0.6	1.9	71	**55	1.0	3.7	110	*264	1.5	17.6	162
MONEY	4723	1450	5.1	30.7	182	*129	2.8	2.7	100	299	5.4	6.3	190	1022	5.6	21.6	200
MOTHER EARTH NEWS	2325	630	2.2	27.1	161	**52	1.1	2.2	82	**137	2.5	5.9	177	441	2.4	19.0	175
MS.	1189	360	1.3	30.3	179	**26	0.6	2.2	80	**58	1.0	4.9	147	*276	1.5	23.2	214
NATIONAL ENQUIRER	18892	2922	10.3	15.5	92	404	8.8	2.1	78	428	7.7	2.3	68	2090	11.5	11.1	102
NATIONAL GEOGRAPHIC	22129	5006	17.7	22.6	134	669	14.6	3.0	111	955	17.1	4.3	130	3383	18.6	15.3	141
NATIONAL SUNDAY MAGAZINE PKG	103750	20171	71.3	19.4	115	3202	69.9	3.1	113	3784	67.9	3.6	110	13185	72.6	12.7	117
NATURAL HISTORY	1379	349	1.2	25.3	150	**14	0.3	1.0	37	**73	1.3	5.3	159	*263	1.4	19.1	176
NEW WOMAN	2289	414	1.5	18.1	107	**18	0.4	0.8	29	**82	1.5	3.6	108	315	1.7	13.8	127
NEW YORK INCLUDING CUE	1088	331	1.2	30.4	180	**43	0.9	4.0	145	**76	1.4	7.0	210	212	1.2	19.5	180
THE NEW YORKER	2459	806	2.8	32.8	194	*106	2.3	4.3	158	*103	1.8	4.2	126	598	3.3	24.3	225
NEWSWEEK	16527	3839	13.6	23.2	138	328	7.2	2.0	73	747	13.4	4.5	136	2764	15.2	16.7	155
THE N.Y. TIMES DAILY EDITION	2739	862	3.0	31.5	186	*132	2.9	4.8	176	*196	3.5	7.2	215	534	2.9	19.5	180
THE N.Y. TIMES MAGAZINE	4443	1376	4.9	31.0	183	*175	3.8	3.9	144	323	5.8	7.3	219	878	4.8	19.8	183
OMNI	2799	726	2.6	25.9	154	**125	2.7	4.5	163	*169	3.0	6.0	182	432	2.4	15.4	143
ON CABLE	2209	316	1.1	14.3	85	**35	0.8	1.6	58	**50	0.9	2.3	68	*231	1.3	10.5	97
1001 HOME IDEAS	3959	770	2.7	19.4	115	**59	1.3	1.5	55	**90	1.6	2.3	68	621	3.4	15.7	145
ORGANIC GARDENING	3111	617	2.2	19.8	118	**33	0.7	1.1	39	**163	2.9	5.2	158	421	2.3	13.5	125
OUTDOOR LIFE	5024	892	3.2	17.8	105	**95	2.1	1.9	69	*161	2.9	3.2	96	637	3.5	12.7	117
PARADE MAGAZINE	51292	10299	36.4	20.1	119	1957	42.7	3.8	140	2049	36.7	4.0	120	6293	34.7	12.3	113

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	28309	100.0	16.9	100	4582	100.0	2.7	100	5576	100.0	3.3	100	18152	100.0	10.8	100
PARENTS	5298	955	3.4	18.0	107	**51	1.1	1.0	35	*167	3.0	3.2	95	737	4.1	13.9	129
PENTHOUSE	5129	1317	4.7	25.7	152	240	5.2	4.7	171	280	5.0	5.5	164	797	4.4	15.5	144
PEOPLE	21070	4645	16.4	22.0	131	537	11.7	2.5	93	913	16.4	4.3	130	3195	17.6	15.2	140
PLAYBOY	10562	2639	9.3	25.0	148	425	9.3	4.0	147	461	8.3	4.4	131	1753	9.7	16.6	153
POPULAR HOT RODDING	2498	583	2.1	23.3	138	**24	0.5	1.0	35	**156	2.8	6.2	188	403	2.2	16.1	149
POPULAR MECHANICS	5887	1044	3.7	17.7	105	*124	2.7	2.1	77	*155	2.8	2.6	79	765	4.2	13.0	120
POPULAR SCIENCE	4317	1027	3.6	23.8	141	*173	3.8	4.0	147	*125	2.2	2.9	87	729	4.0	16.9	156
PREVENTION	5792	1008	3.6	17.4	103	**104	2.3	1.8	66	*195	3.5	3.4	101	709	3.9	12.2	113
PSYCHOLOGY TODAY	3284	675	2.4	20.6	122	**109	2.4	3.3	121	*112	2.0	3.4	103	454	2.5	13.8	128
READER'S DIGEST	40046	6880	24.3	17.2	102	967	21.1	2.4	88	1381	24.8	3.4	104	4532	25.0	11.3	105
REDBOOK	9584	1816	6.4	18.9	112	*139	3.0	1.5	53	315	5.6	3.3	99	1362	7.5	14.2	131
ROAD & TRACK	2590	780	2.8	30.1	178	**73	1.6	2.8	103	*254	4.6	9.8	295	453	2.5	17.5	162
ROLLING STONE	3302	1052	3.7	31.9	189	**144	3.1	4.4	160	*241	4.3	7.3	220	667	3.7	20.2	187
RUNNER'S WORLD	1229	380	1.3	30.9	183	**35	0.8	2.8	104	**59	1.1	4.8	144	*287	1.6	23.4	216
SATURDAY EVENING POST	2110	450	1.6	21.3	126	**25	0.5	1.2	43	**72	1.3	3.4	103	353	1.9	16.7	155
SCIENCE 84	1543	376	1.3	24.4	144	**34	0.7	2.2	81	**63	1.1	4.1	123	*279	1.5	18.1	167
SCIENCE DIGEST	1747	353	1.2	20.2	120	**18	0.4	1.0	38	**61	1.1	3.5	105	*274	1.5	15.7	145
SCIENTIFIC AMERICAN	1994	723	2.6	36.3	215	**91	2.0	4.6	167	**145	2.6	7.3	219	487	2.7	24.4	226
SELF	3119	738	2.6	23.7	140	**52	1.1	1.7	61	**82	1.5	2.6	79	604	3.3	19.4	179
SEVENTEEN	3923	852	3.0	21.7	129	**82	1.8	2.1	77	**100	1.8	2.5	77	670	3.7	17.1	158
SKI	1501	463	1.6	30.8	183	**32	0.7	2.1	78	**77	1.4	5.1	154	354	2.0	23.6	218
SMITHSONIAN	5976	1578	5.6	26.4	156	213	4.6	3.6	130	369	6.6	6.2	186	995	5.5	16.6	154
SOAP OPERA DIGEST	4228	705	2.5	16.7	99	**74	1.6	1.8	64	*132	2.4	3.1	94	500	2.8	11.8	109
SOUTHERN LIVING	6488	1255	4.4	19.3	115	*113	2.5	1.7	64	*247	4.4	3.8	115	896	4.9	13.8	128
SPORT	3500	754	2.7	21.5	128	*151	3.3	4.3	158	*141	2.5	4.0	121	462	2.5	13.2	122
THE SPORTING NEWS	2456	533	1.9	21.7	129	**93	2.0	3.8	139	**143	2.6	5.8	175	298	1.6	12.1	112
SPORTS AFIELD	3646	759	2.7	20.8	123	**127	2.8	3.5	127	**52	0.9	1.4	43	580	3.2	15.9	147
SPORTS ILLUSTRATED	14484	3232	11.4	22.3	132	418	9.1	2.9	106	674	12.1	4.7	140	2139	11.8	14.8	136
STAR	12661	1960	6.9	15.5	92	231	5.0	1.8	67	442	7.9	3.5	105	1288	7.1	10.2	94
SUNDAY	52799	11061	39.1	20.9	124	1921	41.9	3.6	133	2139	38.4	4.1	122	7002	38.6	13.3	123
SUNSET	3513	1059	3.7	30.1	179	**87	1.9	2.5	91	*247	4.4	7.0	211	725	4.0	20.6	191
TV GUIDE	42766	7336	25.9	17.2	102	1081	23.6	2.5	93	1455	26.1	3.4	102	4800	26.4	11.2	104
TENNIS	1254	354	1.3	28.2	167	**31	0.7	2.5	90	**63	1.1	5.0	151	*261	1.4	20.8	192
TIME	22054	5305	18.7	24.1	143	719	15.7	3.3	119	951	17.1	4.3	130	3634	20.0	16.5	152
TOWN & COUNTRY	1555	469	1.7	30.2	179	**35	0.8	2.3	82	**62	1.1	4.0	120	373	2.1	24.0	222
TRAVEL & LEISURE	2173	603	2.1	27.7	164	**41	0.9	1.9	69	**74	1.3	3.4	102	488	2.7	22.5	208
TRUE STORY	4636	466	1.6	10.1	60	**51	1.1	1.1	40	**123	2.2	2.7	80	*291	1.6	6.3	58
U.S. NEWS & WORLD REPORT	10353	2151	7.6	20.8	123	354	6.9	3.0	111	427	7.7	4.1	124	1410	7.8	13.6	126
USA TODAY	4994	1359	4.8	27.2	161	257	5.6	5.1	188	301	5.4	6.0	181	801	4.4	16.0	148
US	3528	775	2.7	22.0	130	**90	2.0	2.6	93	**85	1.5	2.4	72	601	3.3	17.0	157
VOGUE	5424	1186	4.2	21.9	130	*119	2.6	2.2	80	*170	3.0	3.1	94	898	4.9	16.6	153
WALL STREET JOURNAL	6292	1746	6.2	27.7	164	339	7.4	5.4	197	375	6.7	6.0	179	1033	5.7	16.4	152
WEIGHT WATCHERS	2762	551	1.9	19.9	118	**18	0.4	0.7	24	*154	2.8	5.6	168	378	2.1	13.7	126
WOMAN'S DAY	16320	3088	10.9	18.9	112	*275	6.0	1.7	62	563	10.1	3.4	104	2250	12.4	13.8	127
WORKING MOTHER	1496	325	1.1	21.7	129	**14	0.3	0.9	34	**63	1.1	4.2	127	*248	1.4	16.6	153
WORKING WOMAN	1851	521	1.8	28.1	167	**14	0.3	0.8	28	**129	2.3	7.0	210	378	2.1	20.4	189
WORLD TENNIS	580	*220	0.8	37.9	225	**31	0.7	5.3	196	**26	0.5	4.5	135	**163	0.9	28.1	260
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3275	11.6	26.4	156	371	8.1	3.0	109	562	10.1	4.5	136	2341	12.9	18.9	174
BLAIR INSERTS	91671	18649	65.9	20.3	121	2987	65.2	3.3	119	3580	64.2	3.9	117	12082	66.6	13.2	122
DAILY NEWSPAPERS																	
READ ANY	109190	20403	72.1	18.7	111	3201	69.9	2.9	107	3813	68.4	3.5	105	13389	73.8	12.3	113
READ ONE	89587	16120	56.9	18.0	107	2482	54.2	2.8	101	2987	53.6	3.3	100	10650	58.7	11.9	110
READ TWO OR MORE	19602	4283	15.1	21.8	129	718	15.7	3.7	134	826	14.8	4.2	127	2739	15.1	14.0	129
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	21285	75.2	19.4	115	3336	72.8	3.0	111	4026	72.2	3.7	110	13924	76.7	12.7	117
READ ONE	95074	17487	61.8	18.4	109	2624	57.3	2.8	101	3246	58.2	3.4	103	11617	64.0	12.2	113
READ TWO OR MORE	14588	3798	13.4	26.0	154	712	15.5	4.9	179	779	14.0	5.3	161	2307	12.7	15.8	146
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.19				31.71				28.86				33.30			
30 DAY REACH	149706	25915	91.5	17.3	103	4169	91.0	2.8	102	5023	90.1	3.4	101	16723	92.1	11.2	103
50 SHWG - 30 DAY AV FREQ	15.16	16.86				16.68				14.97				17.47			
30 DAY REACH	142406	24786	87.6	17.4	103	3973	86.7	2.8	102	4846	86.9	3.4	102	15967	88.0	11.2	104
25 SHWG - 30 DAY AV FREQ	8.23	9.14				9.00				8.16				9.48			
30 DAY REACH	131152	22887	80.8	17.5	103	3688	80.5	2.8	103	4463	80.0	3.4	102	14737	81.2	11.2	104
CABLE TV: HOME WIRED	66879	11903	42.0	17.8	105	1681	36.7	2.5	92	1944	34.9	2.9	87	8279	45.6	12.4	114
HOME NOT WIRED	100848	16406	58.0	16.3	96	2901	63.3	2.9	105	3632	65.1	3.6	108	9873	54.4	9.8	90
HAVE PAY CABLE	35024	7232	25.5	20.6	122	1047	22.9	3.0	109	993	17.8	2.8	85	5193	28.6	14.8	137

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	14827	100.0	18.7	100	2907	100.0	3.7	100	3000	100.0	3.8	100	8920	100.0	11.3	100
HOUSEHOLD HEADS	66405	12048	81.3	18.1	97	2438	83.9	3.7	100	2378	79.3	3.6	95	7232	81.1	10.9	97
18 - 24	13945	2857	19.3	20.5	110	*489	16.8	3.5	96	*620	20.7	4.4	117	1748	19.6	12.5	111
25 - 34	19334	3996	27.0	20.7	110	693	23.8	3.6	98	849	28.3	4.4	116	2454	27.5	12.7	113
35 - 44	14196	3085	20.8	21.7	116	500	17.2	3.5	96	576	19.2	4.1	107	2010	22.5	14.2	126
45 - 54	10896	1991	13.4	18.3	98	*453	15.6	4.2	113	*392	13.1	3.6	95	1146	12.8	10.5	93
55 - 64	10378	1888	12.7	18.2	97	476	16.4	4.6	125	*364	12.1	3.5	93	1048	11.7	10.1	90
65 OR OLDER	10514	1010	6.8	9.6	51	296	10.2	2.8	77	*199	6.6	1.9	50	515	5.8	4.9	44
18 - 34	33279	6852	46.2	20.6	110	1182	40.7	3.6	97	1469	49.0	4.4	117	4202	47.1	12.6	112
18 - 49	52904	10925	73.7	20.7	110	1893	65.1	3.6	98	2280	76.0	4.3	114	6753	75.7	12.8	113
25 - 54	44426	9072	61.2	20.4	109	1645	56.6	3.7	101	1817	60.6	4.1	108	5610	62.9	12.6	112
35 - 49	19625	4073	27.5	20.8	111	711	24.5	3.6	99	812	27.1	4.1	109	2551	28.6	13.0	116
50 OR OLDER	26359	3901	26.3	14.8	79	1015	34.9	3.9	105	719	24.0	2.7	72	2168	24.3	8.2	73
GRADUATED COLLEGE	15982	4475	30.2	28.0	150	694	23.9	4.3	118	1029	34.3	6.4	170	2753	30.9	17.2	153
ATTENDED COLLEGE	13629	3028	20.4	22.2	119	487	16.8	3.6	97	615	20.5	4.5	119	1926	21.6	14.1	126
GRADUATED HIGH SCHOOL	28591	5010	33.8	17.5	94	1076	37.0	3.8	103	803	26.8	2.8	74	3132	35.1	11.0	97
DID NOT GRADUATE HIGH SCHOOL	21061	2313	15.6	11.0	59	651	22.4	3.1	84	*552	18.4	2.6	69	1110	12.4	5.3	47
EMPLOYED FULL-TIME	52316	10687	72.1	20.4	109	1941	66.8	3.7	101	2092	69.7	4.0	106	6655	74.6	12.7	113
EMPLOYED PART-TIME	4113	898	6.1	21.8	117	**249	8.6	6.1	165	**205	6.8	5.0	132	*444	5.0	10.8	96
NOT EMPLOYED	22834	3242	21.9	14.2	76	717	24.7	3.1	86	702	23.4	3.1	81	1822	20.4	8.0	71
PROFESSIONAL/MANAGER	15034	3864	26.1	25.7	137	528	18.2	3.5	96	861	28.7	5.7	151	2475	27.7	16.5	146
TECH/CLERICAL/SALLES	11255	2678	18.1	23.8	127	559	19.2	5.0	135	*382	12.7	3.4	90	1737	19.5	15.4	137
PRECISION/CRAFT	11607	2053	13.8	17.7	95	*504	17.3	4.3	118	*389	13.0	3.4	89	1160	13.0	10.0	89
OTHER EMPLOYED	18534	2991	20.2	16.1	86	599	20.6	3.2	88	665	22.2	3.6	95	1727	19.4	9.3	83
SINGLE	19562	4450	30.0	22.7	122	814	28.0	4.2	113	1000	33.3	5.1	135	2637	29.6	13.5	120
MARRIED	51896	9013	60.8	17.4	93	1763	60.6	3.4	93	1636	54.5	3.2	83	5615	62.9	10.8	96
DIVORCED/SEPARATED/MIDOWED	7804	1363	9.2	17.5	93	*331	11.4	4.2	116	*364	12.1	4.7	123	669	7.5	8.6	76
PARENTS	25372	4884	32.9	19.2	103	736	25.3	2.9	79	859	28.6	3.4	89	3289	36.9	13.0	115
WHITE	69658	12796	86.3	18.4	98	2253	77.5	3.2	88	2523	84.1	3.6	96	8020	89.9	11.5	102
BLACK	7909	1736	11.7	21.9	117	579	19.9	7.3	200	*410	13.7	5.2	137	747	8.4	9.4	84
OTHER	1696	**295	2.0	17.4	93	**76	2.6	4.5	122	*66	2.2	3.9	103	**153	1.7	9.0	80
NORTHEAST-CENSUS	17202	4094	27.6	23.8	127	811	27.9	4.7	129	741	24.7	4.3	114	2542	28.5	14.8	131
NORTH CENTRAL	20461	3290	22.2	16.1	86	522	18.0	2.6	70	694	23.1	3.4	90	2074	23.3	10.1	90
SOUTH	26695	3944	26.6	14.8	79	889	30.6	3.3	91	856	28.5	3.2	85	2199	24.7	8.2	73
WEST	14906	3498	23.6	23.5	125	685	23.6	4.6	125	708	23.6	4.7	125	2105	23.6	14.1	125
NORTHEAST-MKTG.	17962	4083	27.5	22.7	122	777	26.7	4.3	118	757	25.2	4.2	111	2549	28.6	14.2	126
EAST CENTRAL	11741	2113	14.3	18.0	96	*330	11.4	2.8	77	*382	12.7	3.3	86	1401	15.7	11.9	106
WEST CENTRAL	13518	2176	14.7	16.1	86	448	15.4	3.3	90	*473	15.8	3.5	92	1255	14.1	9.3	82
SOUTH	23168	3355	22.6	14.5	77	749	25.8	3.2	88	756	25.2	3.3	86	1849	20.7	8.0	71
PACIFIC	12874	3100	20.9	24.1	129	*604	20.8	4.7	128	631	21.0	4.9	129	1866	20.9	14.5	129
COUNTY SIZE A	32596	7315	49.3	22.4	120	1525	52.5	4.7	128	1667	55.6	5.1	135	4123	46.2	12.6	112
COUNTY SIZE B	23814	4433	29.9	18.6	100	784	27.0	3.3	90	741	24.7	3.1	82	2909	32.6	12.2	109
COUNTY SIZE C	12663	2044	13.8	16.1	86	*302	10.4	2.4	65	*363	12.1	2.9	76	1379	15.5	10.9	97
COUNTY SIZE D	10190	1035	7.0	10.2	54	**296	10.2	2.9	79	**229	7.6	2.2	59	*509	5.7	5.0	44
METRO CENTRAL CITY	23190	5023	33.9	21.7	116	1265	43.5	5.5	149	1066	35.5	4.6	121	2692	30.2	11.6	103
METRO SUBURBAN	36920	7482	50.5	20.3	108	1204	41.4	3.3	89	1458	48.6	3.9	104	4819	54.0	13.1	116
NON METRO	19152	2322	15.7	12.1	65	*438	15.1	2.3	62	*475	15.8	2.5	66	1409	15.8	7.4	65
TOP 5 ADI'S	18703	4450	30.0	23.8	127	885	30.4	4.7	129	1103	36.8	5.9	156	2463	27.6	13.2	117
TOP 10 ADI'S	26158	5746	38.8	22.0	117	1127	38.8	4.3	117	1392	46.4	5.3	141	3227	36.2	12.3	110
TOP 20 ADI'S	36612	7943	53.6	21.7	116	1570	54.0	4.3	117	1707	56.9	4.7	123	4666	52.3	12.7	113
HSJLD INC. \$50,000 OR MORE	9326	2373	16.0	25.4	136	*326	11.2	3.5	95	*508	16.9	5.4	144	1539	17.3	16.5	147
\$40,000 OR MORE	18002	4425	29.8	24.6	131	692	23.8	3.8	105	917	30.6	5.1	135	2816	31.6	15.6	139
\$30,000 OR MORE	31361	7176	48.4	22.9	122	1252	43.1	4.0	109	1342	44.7	4.3	113	4582	51.4	14.6	130
\$25,000 OR MORE	39558	8979	60.6	22.5	120	1593	54.8	4.0	109	1668	55.6	4.2	111	5718	64.1	14.3	127
\$20,000 - \$24,999	8664	1628	11.0	18.8	100	*204	7.0	2.4	64	*478	15.9	5.5	146	947	10.6	10.9	97
\$15,000 - \$19,999	7964	1204	8.1	15.1	81	*192	6.6	2.4	66	*231	7.7	2.9	77	780	8.7	9.8	87
\$10,000 - \$14,999	11093	1435	9.7	12.9	69	464	16.0	4.2	114	*325	10.8	2.9	77	646	7.2	5.8	52
UNDER \$10,000	11683	1582	10.7	13.5	72	*455	15.7	3.9	106	*298	9.9	2.6	67	830	9.3	7.1	63
HOUSEHOLD OF 1 PERSON	7453	1597	10.8	21.4	115	375	12.9	5.0	137	313	10.4	4.2	111	910	10.2	12.2	108
2 PEOPLE	24757	4133	27.9	16.7	89	904	31.1	3.7	100	957	31.9	3.9	102	2272	25.5	9.2	82
3 OR 4 PEOPLE	32682	6605	44.5	20.2	108	1177	40.5	3.6	98	1114	37.1	3.4	90	4314	48.4	13.2	117
5 OR MORE PEOPLE	14370	2492	16.8	17.3	93	*452	15.5	3.1	86	*616	20.5	4.3	113	1424	16.0	9.9	88
NO CHILD IN HSHLD	46768	8676	58.5	18.6	99	1987	58.4	4.2	116	1735	57.8	3.7	98	4954	55.5	10.6	94
CHILD(REN) UNDER 2 YRS	4799	923	6.2	19.2	103	**105	3.6	2.2	60	**160	5.3	3.3	88	659	7.4	13.7	122
2 - 5 YEARS	11125	1895	12.8	17.0	91	*341	11.7	3.1	84	*362	12.1	3.3	86	1192	13.4	10.7	95
6 - 11 YEARS	14193	2488	16.8	17.5	94	*330	11.4	2.3	63	560	18.7	3.9	104	1598	17.9	11.3	100
12 - 17 YEARS	17402	3470	23.4	19.9	107	*534	18.4	3.1	84	830	27.7	4.8	126	2107	23.6	12.1	108
RESIDENCE OWNED	56398	10173	68.6	18.0	96	1917	65.9	3.4	93	1921	64.0	3.4	90	6336	71.0	11.2	100
VALUE: \$50,000 OR MORE	34811	7310	49.3	21.0	112	1354	46.6	3.9	106	1450	48.3	4.2	110	4507	50.5	12.9	115
VALUE: UNDER \$50,000	21587	2863	19.3	13.3	71	*563	19.4	2.6	71	*471	15.7	2.2	58	1829	20.5	8.5	75

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	14827	100.0	18.7	100	2907	100.0	3.7	100	3000	100.0	3.8	100	8920	100.0	11.3	100
MAGAZINES	QUINTILE 1	16033	4363	29.4	27.2	145	558	19.2	3.5	95	838	27.9	5.2	138	2967	33.3	18.5	164
	QUINTILE 2	15354	3005	20.3	19.6	105	582	20.0	3.8	103	604	20.1	3.9	104	1818	20.4	11.8	105
	QUINTILE 3	15888	2688	18.1	16.9	90	510	17.5	3.2	88	624	20.8	3.9	104	1554	17.4	9.8	87
	QUINTILE 4	17310	2955	19.9	17.1	91	704	24.2	4.1	111	499	16.6	2.9	76	1751	19.6	10.1	90
	QUINTILE 5	14677	1816	12.2	12.4	66	553	19.0	3.8	103	*434	14.5	3.0	78	830	9.3	5.7	50
NEWSPAPERS	QUINTILE 1	15277	3823	25.8	25.0	134	693	23.8	4.5	124	779	26.0	5.1	135	2350	26.3	15.4	137
	QUINTILE 2	22745	4358	29.4	19.2	102	757	26.0	3.3	91	810	27.0	3.6	94	2791	31.3	12.3	109
	QUINTILE 3	10692	1948	13.1	18.2	97	*461	15.9	4.3	118	*311	10.4	2.9	77	1176	13.2	11.0	98
	QUINTILE 4	11646	2235	15.1	19.2	103	*408	14.0	3.5	96	*445	14.8	3.8	101	1382	15.5	11.9	105
	QUINTILE 5	18903	2463	16.6	13.0	70	*588	20.2	3.1	85	*654	21.8	3.5	91	1221	13.7	6.5	57
OUTDOOR	QUINTILE 1	16620	3501	23.6	21.1	113	728	25.0	4.4	119	716	23.9	4.3	114	2057	23.1	12.4	110
	QUINTILE 2	16377	3405	23.0	20.8	111	570	19.6	3.5	95	671	22.4	4.1	108	2163	24.2	13.2	117
	QUINTILE 3	15995	2886	19.5	18.0	96	642	22.1	4.0	109	586	19.5	3.7	97	1658	18.6	10.4	92
	QUINTILE 4	15592	2699	18.2	17.3	93	459	15.8	2.9	80	*531	17.7	3.4	90	1710	19.2	11.0	97
	QUINTILE 5	14679	2336	15.8	15.9	85	508	17.5	3.5	94	496	16.5	3.4	89	1332	14.9	9.1	81
RADIO-DRIVE TIME	QUINTILE 1	15746	3260	22.0	20.7	111	590	20.3	3.7	102	710	23.7	4.5	119	1960	22.0	12.4	111
	QUINTILE 2	15067	2923	19.7	19.4	104	585	20.1	3.9	106	531	17.7	3.5	93	1807	20.3	12.0	107
	QUINTILE 3	15631	3109	21.0	19.9	106	508	17.5	3.2	89	547	18.2	3.5	92	2054	23.0	13.1	117
	QUINTILE 4	16245	2945	19.9	18.1	97	661	22.7	4.1	111	609	20.3	3.7	99	1675	18.8	10.3	92
	QUINTILE 5	16573	2591	17.5	15.6	84	563	19.4	3.4	93	602	20.1	3.6	96	1425	16.0	8.6	76
RADIO-MID- DAY	TERCILE 1	21788	4204	28.4	19.3	103	851	29.3	3.9	106	860	28.7	3.9	104	2493	27.9	11.4	102
	TERCILE 2	21151	3874	26.1	18.3	98	834	28.7	3.9	108	729	24.3	3.4	91	2311	25.9	10.9	97
	TERCILE 3	36323	6749	45.5	18.6	99	1222	42.0	3.4	92	1410	47.0	3.9	103	4117	46.2	11.3	101
RADIO-TOTAL	QUINTILE 1	15977	3307	22.3	20.7	111	567	19.5	3.5	97	697	23.2	4.4	115	2042	22.9	12.8	114
	QUINTILE 2	15923	3057	20.6	19.2	103	660	22.7	4.1	113	534	17.8	3.4	89	1863	20.9	11.7	104
	QUINTILE 3	14980	3082	20.8	20.6	110	635	21.8	4.2	116	593	19.8	4.0	105	1854	20.8	12.4	110
	QUINTILE 4	17123	3109	21.0	18.2	97	488	16.8	2.8	78	655	21.8	3.8	101	1965	22.0	11.5	102
	QUINTILE 5	15260	2272	15.3	14.9	80	557	19.2	3.7	100	*520	17.3	3.4	90	1195	13.4	7.8	70
TV-PRIME TIME	QUINTILE 1	15674	2855	19.3	18.2	97	573	19.7	3.7	100	476	15.9	3.0	80	1807	20.3	11.5	102
	QUINTILE 2	15944	2968	20.0	18.6	100	592	20.4	3.7	101	688	22.9	4.3	114	1688	18.9	10.6	94
	QUINTILE 3	16037	3330	22.5	20.8	111	672	23.1	4.2	114	652	21.7	4.1	107	2006	22.5	12.5	111
	QUINTILE 4	15412	2927	19.7	19.0	102	650	22.4	4.2	115	576	19.2	3.7	99	1701	19.1	11.0	98
	QUINTILE 5	16194	2747	18.5	17.0	91	421	14.5	2.6	71	608	20.3	3.8	99	1718	19.3	10.6	94
TV-DAYTIME	TERCILE 1	19156	2909	19.6	15.2	81	843	29.0	4.4	120	512	17.1	2.7	71	1554	17.4	8.1	72
	TERCILE 2	19343	3843	25.9	19.9	106	617	21.2	3.2	87	764	25.5	3.9	104	2463	27.6	12.7	113
	TERCILE 3	40764	8075	54.5	19.8	106	1448	49.8	3.6	97	1724	57.5	4.2	112	4903	55.0	12.0	107
TV-TOTAL	QUINTILE 1	15844	2627	17.7	16.6	89	644	22.2	4.1	111	*484	16.1	3.1	81	1499	16.8	9.5	84
	QUINTILE 2	15767	2884	19.5	18.3	98	640	22.0	4.1	111	617	20.6	3.9	103	1628	18.3	10.3	92
	QUINTILE 3	15775	3208	21.6	20.3	109	569	19.6	3.6	98	548	18.3	3.5	92	2091	23.4	13.3	118
	QUINTILE 4	15903	3142	21.2	19.8	106	523	18.0	3.3	90	784	26.1	4.9	130	1835	20.6	11.5	103
	QUINTILE 5	15974	2965	20.0	18.6	99	531	18.3	3.3	91	567	18.9	3.5	94	1867	20.9	11.7	104
MAGAZINES-NEWSPAPERS: DUAL		21225	5243	35.4	24.7	132	854	29.4	4.0	110	955	31.8	4.5	119	3433	38.5	16.2	144
MAGAZINE IMPERATIVE		17728	3423	23.1	19.3	103	532	18.3	3.0	82	809	27.0	4.6	121	2082	23.3	11.7	104
NEWSPAPER IMPERATIVE		22987	3803	25.6	16.5	88	863	29.7	3.8	102	772	25.7	3.4	89	2167	24.3	9.4	84
MAGAZINES-OUTDOOR: DUAL		16244	3868	26.1	23.8	127	507	17.4	3.1	85	713	23.8	4.4	116	2648	29.7	16.3	145
MAGAZINE IMPERATIVE		24016	4846	32.7	20.2	108	877	30.2	3.7	100	1021	34.0	4.3	112	2948	33.0	12.3	109
OUTDOOR IMPERATIVE		26020	4519	30.5	17.4	93	1204	41.4	4.6	126	998	33.3	3.8	101	2317	26.0	8.9	79
MAGAZINES-RADIO: DUAL		16918	4081	27.5	24.1	129	720	24.8	4.3	116	707	23.6	4.2	110	2654	29.8	15.7	139
MAGAZINE IMPERATIVE		23456	4767	32.2	20.3	109	713	24.5	3.0	83	1077	35.9	4.6	121	2978	33.4	12.7	113
RADIO IMPERATIVE		23900	3970	26.8	16.6	89	916	31.5	3.8	105	810	27.0	3.4	90	2244	25.2	9.4	83
MAGAZINES-TELEVISION: DUAL		15791	3183	21.5	20.2	108	622	21.4	3.9	107	696	23.2	4.4	116	1866	20.9	11.8	105
MAGAZINE IMPERATIVE		25476	5808	39.2	22.8	122	793	27.3	3.1	85	1133	37.8	4.4	118	3883	43.5	15.2	135
TELEVISION IMPERATIVE		25744	3994	26.9	15.5	83	1028	35.4	4.0	109	734	24.5	2.9	75	2231	25.0	8.7	77
NEWSPAPERS-OUTDOOR: DUAL		17628	3716	25.1	21.1	113	656	22.6	3.7	101	644	21.5	3.7	97	2416	27.1	13.7	122
NEWSPAPER IMPERATIVE		26414	5299	35.7	20.1	107	1031	35.5	3.9	106	1104	36.8	4.2	110	3164	35.5	12.0	106
OUTDOOR IMPERATIVE		23059	4263	28.8	18.5	99	980	33.7	4.2	116	896	29.9	3.9	103	2387	26.8	10.4	92
NEWSPAPERS-RADIO: DUAL		17996	4129	27.8	22.9	123	816	28.1	4.5	124	709	23.6	3.9	104	2604	29.2	14.5	129
NEWSPAPER IMPERATIVE		26269	5090	34.3	19.4	104	926	31.9	3.5	96	1027	34.2	3.9	103	3138	35.2	11.9	106
RADIO IMPERATIVE		21342	3633	24.5	17.0	91	767	26.4	3.6	98	833	27.8	3.9	103	2033	22.8	9.5	85
NEWSPAPERS-TELEVISION: DUAL		17359	3477	23.5	20.0	107	715	24.6	4.1	112	723	24.1	4.2	110	2039	22.9	11.7	104
NEWSPAPER IMPERATIVE		26889	5974	40.3	22.2	119	992	34.1	3.7	101	1067	35.6	4.0	105	3914	43.9	14.6	129
TELEVISION IMPERATIVE		21698	3287	22.2	15.1	81	826	28.4	3.8	104	596	19.9	2.7	73	1866	20.9	8.6	76
OUTDOOR-RADIO: DUAL		16456	3631	24.5	22.1	118	665	22.9	4.0	110	697	23.2	4.2	112	2269	25.4	13.8	123
OUTDOOR IMPERATIVE		25870	4973	33.5	19.2	103	1000	34.4	3.9	105	1078	35.9						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	14827	100.0	18.7	100	2907	100.0	3.7	100	3000	100.0	3.8	100	8920	100.0	11.3	100
ATLANTIC MONTHLY	452	*203	1.4	44.9	240	**30	1.0	6.6	181	**33	1.1	7.3	193	**140	1.6	31.0	275
BARRON'S	1058	349	2.4	33.0	176	**68	2.3	6.4	175	**64	2.1	6.0	160	*217	2.4	20.5	182
BETTER HOMES & GARDENS	4773	992	6.7	20.8	111	*144	5.0	3.0	82	*210	7.0	4.4	116	639	7.2	13.4	119
BON APPETIT	1037	315	2.1	30.4	162	**18	0.6	1.7	47	**66	2.2	6.4	168	*231	2.6	22.3	198
BUSINESS WEEK	3193	986	6.7	30.9	165	*149	5.1	4.7	127	*219	7.3	6.9	181	617	6.9	19.3	172
CAR AND DRIVER	2705	745	5.0	27.5	147	**101	3.5	3.7	102	**173	5.8	6.4	169	472	5.3	17.4	155
CBS MAGAZINE NETWORK (GROSS)	5678	1631	11.0	28.7	154	*212	7.3	3.7	102	*370	12.3	6.5	172	1048	11.7	18.5	164
CHANGING TIMES	1847	538	3.6	29.1	156	**61	2.1	3.3	90	**104	3.5	5.6	149	373	4.2	20.2	179
COLONIAL HOMES	492	*150	1.0	30.5	163	**20	0.7	4.1	111	**13	0.4	2.6	70	**117	1.3	23.8	211
CONDE NAST MAG. PKG. (GROSS)	2066	577	3.9	27.9	149	**42	1.4	2.0	55	**60	2.0	2.9	77	475	5.3	23.0	204
CONSUMERS DIGEST	1719	386	2.6	22.5	120	**40	1.4	2.3	63	**70	2.3	4.1	108	*277	3.1	16.1	143
COSMOPOLITAN	1762	499	3.4	28.3	151	**41	1.4	2.3	63	**73	2.4	4.1	109	386	4.3	21.9	195
COUNTRY LIVING	1110	*257	1.7	23.2	124	**40	1.4	3.6	98	**19	0.6	1.7	45	**198	2.2	17.8	159
CUISINE	660	272	1.8	41.2	220	**61	2.1	9.2	252	**57	1.9	8.6	228	*154	1.7	23.3	207
CYCLE WORLD	1924	396	2.7	20.6	110	**70	2.4	3.6	99	**79	2.6	4.1	108	*247	2.8	12.8	114
DCI:CREATIVE IDEAS FOR LIV	437	**109	0.7	24.9	133	**4	0.1	0.9	25	**22	0.7	5.0	133	**82	0.9	18.8	167
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	546	3.7	21.9	117	*68	2.3	2.7	74	**67	2.2	2.7	71	411	4.6	16.5	147
DISCOVER	1279	342	2.3	26.7	143	**54	1.9	4.2	115	**52	1.7	4.1	107	*237	2.7	18.5	165
EBONY	2898	698	4.7	24.1	129	201	6.9	6.9	189	*168	5.6	5.8	153	328	3.7	11.3	101
ESQUIRE	1384	333	2.2	24.1	129	**46	1.6	3.3	91	**46	1.5	3.3	88	242	2.7	17.5	155
ESSENCE	850	290	2.0	34.1	182	**81	2.8	9.5	260	*34	1.1	4.0	106	**175	2.0	20.6	183
FAMILY CIRCLE	2430	555	3.7	22.8	122	**53	1.8	2.2	59	*84	2.8	3.5	91	418	4.7	17.2	153
THE FAMILY HANDYMAN	2356	501	3.4	21.3	114	**65	2.2	2.8	75	**77	2.6	3.3	86	360	4.0	15.3	136
FAMILY WEEKLY	11533	2082	14.0	18.1	97	437	15.0	3.8	103	311	10.4	2.7	71	1334	15.0	11.6	103
FIELD & STREAM	7444	1241	8.4	16.7	89	*180	6.2	2.4	66	*166	5.5	2.2	59	895	10.0	12.0	107
FOOD & WINE	416	*151	1.0	36.3	194	**15	0.5	3.6	98	**41	1.4	9.9	260	**94	1.1	22.6	201
FORBES	1865	667	4.5	35.8	191	*138	4.7	7.4	202	*191	6.4	10.2	271	338	3.8	18.1	161
FORTUNE	1849	672	4.5	36.3	194	**90	3.1	4.9	133	**113	3.8	6.1	161	469	5.3	25.4	225
GENTLEMEN'S QUARTERLY	2284	690	4.7	30.2	161	*151	5.2	6.6	180	**102	3.4	4.5	118	437	4.9	19.1	170
GLAMOUR	538	*170	1.1	31.6	169	**20	0.7	3.7	101	*110	0.3	1.9	49	**141	1.6	26.2	233
GOLF DIGEST	1649	459	3.1	27.8	149	**49	1.7	3.0	81	**82	2.7	5.0	131	328	3.7	19.9	177
GOLF DIGEST/TENNIS (GROSS)	2294	689	4.6	30.0	161	**74	2.5	3.2	88	**92	3.1	4.0	106	524	5.9	22.8	203
GOLF MAGAZINE	1577	493	3.3	31.3	167	**63	2.2	4.0	109	**131	4.4	8.3	219	299	3.4	19.0	168
GOLF MAGAZINE/SKI (GROSS)	2487	851	5.7	34.2	183	*91	3.1	3.7	100	*198	6.6	8.0	210	561	6.3	22.6	200
GOOD HOUSEKEEPING	2569	620	4.2	24.1	129	**79	2.7	3.1	84	*115	3.8	4.5	118	426	4.8	16.6	147
HARPER'S BAZAAR	431	**187	1.3	43.4	232	**8	0.3	1.9	51	**32	1.1	7.4	196	**148	1.7	34.3	305
HEALTH	788	*199	1.3	25.3	135	**5	0.2	0.6	17	**41	1.4	5.2	137	**153	1.7	19.4	173
HEARST MAG CORP. BUY (GROSS)	18781	4523	30.5	24.1	129	540	18.6	2.9	78	593	19.8	3.2	83	3390	38.0	18.1	160
HEARST MAN POWER (GROSS)	9169	1804	12.2	19.7	105	247	8.5	2.7	73	232	7.7	2.5	67	1325	14.9	14.5	128
HEARST WOMAN POWER (GROSS)	5452	1345	9.1	24.7	132	*152	5.2	2.8	76	*194	6.5	3.6	94	999	11.2	18.3	163
HOUSE BEAUTIFUL	1020	369	2.5	36.2	193	**53	1.8	5.2	142	**57	1.9	5.6	148	*259	2.9	25.4	226
INC.	993	361	2.4	36.4	194	**67	2.3	6.7	184	**38	1.3	3.8	101	*256	2.9	25.8	229
JET	2808	759	5.1	27.0	144	182	6.3	6.5	177	*208	6.9	7.4	196	369	4.1	13.1	117
LADIES' HOME JOURNAL	1868	396	2.7	21.2	113	**49	1.7	2.6	72	**41	1.4	2.2	58	*306	3.4	16.4	146
LHJ FAMILY GRP COMBO(GROSS)	3582	833	5.6	23.3	124	**92	3.2	2.6	70	**108	3.6	3.0	80	633	7.1	17.7	157
LIFE	4817	1205	8.1	25.0	134	*198	6.8	4.1	112	*176	5.9	3.7	97	832	9.3	17.3	153
L.A. TIMES HOME MAGAZINE	1465	418	2.8	28.5	153	**67	2.3	4.6	125	**58	1.9	4.0	105	*294	3.3	20.1	178
MADAMOISELLE	460	**149	1.0	32.4	173	**9	0.3	2.0	53	**7	0.2	1.5	40	**133	1.5	28.9	257
MC CALL'S	1764	412	2.8	23.4	125	**56	1.9	3.2	87	**57	1.9	3.2	85	*299	3.4	17.0	151
MC CALL'S/WRK MOTHER (GROSS)	2062	536	3.6	26.0	139	**56	1.9	2.7	74	**77	2.6	3.7	99	402	4.5	19.5	173
MECHANIX ILLUSTRATED	3625	680	4.6	18.8	100	**118	4.1	3.3	89	**90	3.0	2.5	66	472	5.3	13.0	116
METROPOLITAN HOME	495	*144	1.0	29.1	156	**10	0.3	2.0	55	**22	0.7	4.4	117	**112	1.3	22.6	201
MONEY	3017	1042	7.0	34.5	185	*96	3.3	3.2	87	*190	6.3	6.3	166	756	8.5	25.1	223
MOTHER EARTH NEWS	1203	395	2.7	32.8	176	**48	1.7	4.0	109	**106	3.5	8.8	233	*242	2.7	20.1	179
MS.	*257	**105	0.7	40.9	218	**0	0.0	0.0	0	**24	0.8	9.3	247	**82	0.9	31.9	284
NATIONAL ENQUIRER	6921	1214	8.2	17.5	94	*167	5.7	2.4	66	*161	5.4	2.3	61	886	9.9	12.8	114
NATIONAL GEOGRAPHIC	11626	2862	19.3	24.6	132	431	14.8	3.7	101	494	16.5	4.2	112	1937	21.7	16.7	148
NATIONAL SUNDAY MAGAZINE PKG	49424	10407	70.2	21.1	113	1987	68.4	4.0	110	1910	63.7	3.9	102	6510	73.0	13.2	117
NATURAL HISTORY	753	*257	1.7	34.1	182	**11	0.4	1.5	40	**61	2.0	8.1	214	**184	2.1	24.4	217
NEW WOMAN	*296	**104	0.7	35.1	188	**2	0.1	0.7	18	**9	0.3	3.0	80	**92	1.0	31.1	276
NEW YORK INCLUDING CUE	541	*189	1.3	34.9	187	**9	0.3	1.7	45	**50	1.7	9.2	244	*130	1.5	24.0	214
THE NEW YORKER	1078	416	2.8	38.6	206	**68	2.3	6.3	172	**43	1.4	4.0	105	305	3.4	28.3	251
NEWSWEEK	9602	2347	15.8	24.4	131	219	7.5	2.3	62	437	14.6	4.6	120	1691	19.0	17.6	156
THE N.Y. TIMES DAILY EDITION	1376	441	3.0	32.0	171	*102	3.5	7.4	202	*143	4.8	10.4	275	196	2.2	14.2	127
THE N.Y. TIMES MAGAZINE	2110	670	4.5	31.8	170	*107	3.7	5.1	138	231	7.7	10.9	289	332	3.7	15.7	140
OMNI	1927	538	3.6	27.9	149	**92	3.2	4.8	130	**121	4.0	6.3	166	324	3.6	16.8	149
ON CABLE	911	*189	1.3	20.7	111	**34	1.2	3.7	102	**19	0.6	2.1	55	**136	1.5	14.9	133
1001 HOME IDEAS	927	*238	1.6	25.7	137	**38	1.3	4.1	112	**26	0.9	2.8	74	*174	2.0	18.8	167
ORGANIC GARDENING	1430	*280	1.9	19.6	105	**24	0.8	1.7	46	**44	1.5	3.1	81	*211	2.4	14.8	131
OUTDOOR LIFE	4064	705	4.8	17.3	93	**85	2.9	2.1	57	*132	4.4	3.2	86	489	5.5	12.0	107
PARADE MAGAZINE	24538	5287	35.7	21.5	115	1192	41.0	4.9	132	1017	33.9	4.1	110	3077	34.5	12.5	111

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	14827	100.0	18.7	100	2907	100.0	3.7	100	3000	100.0	3.8	100	8920	100.0	11.3	100
PARENTS	1126	*240	1.6	21.3	114	**18	0.6	1.6	44	**37	1.2	3.3	87	*184	2.1	16.3	145
PENTHOUSE	4157	1079	7.3	26.0	139	*218	7.5	5.2	143	*205	6.8	4.9	130	656	7.4	15.8	140
PEOPLE	7591	1774	12.0	23.4	125	247	8.5	3.3	89	304	10.1	4.0	106	1223	13.7	16.1	143
PLAYBOY	8379	2232	15.1	26.6	142	352	12.1	4.2	115	358	11.9	4.3	113	1522	17.1	18.2	161
POPULAR HOT RODDING	2110	532	3.6	25.2	135	**24	0.8	1.1	31	**148	4.9	7.0	185	*361	4.0	17.1	152
POPULAR MECHANICS	4850	903	6.1	18.6	100	*119	4.1	2.5	67	*130	4.3	2.7	71	654	7.3	13.5	120
POPULAR SCIENCE	3397	826	5.6	24.3	130	*145	5.0	4.3	116	**75	2.5	2.2	58	606	6.8	17.8	159
PREVENTION	1720	352	2.4	20.5	109	**80	2.8	4.7	127	**42	1.4	2.4	65	*230	2.6	13.4	119
PSYCHOLOGY TODAY	1344	335	2.3	24.9	133	**82	2.8	6.1	166	**79	2.6	5.9	155	*174	2.0	12.9	115
READER'S DIGEST	16016	2936	19.8	18.3	98	455	15.7	2.8	77	578	19.3	3.6	95	1903	21.3	11.9	106
REDBOOK	1121	*226	1.5	20.2	108	**32	1.1	2.9	78	*27	0.2	0.6	16	*187	2.1	16.7	148
ROAD & TRACK	2161	695	4.7	32.2	172	**71	2.4	3.3	90	*236	7.9	10.9	289	388	4.3	18.0	160
ROLLING STONE	1948	636	4.3	32.6	175	**79	2.7	4.1	111	*208	6.9	10.7	282	349	3.9	17.9	159
RUNNER'S WORLD	899	*341	2.3	37.9	203	**22	0.8	2.4	67	*51	1.7	5.7	150	*268	3.0	29.8	265
SATURDAY EVENING POST	841	*186	1.3	22.1	118	**22	0.8	2.6	71	*13	0.4	1.5	41	*151	1.7	18.0	160
SCIENCE 84	841	*254	1.7	30.2	161	**25	0.9	3.0	81	*62	2.1	7.4	195	*168	1.9	20.0	178
SCIENCE DIGEST	1194	*241	1.6	20.2	108	**18	0.6	1.5	41	*51	1.7	4.3	113	*172	1.9	14.4	128
SCIENTIFIC AMERICAN	1379	544	3.7	39.4	211	**68	2.3	4.9	134	*132	4.4	9.6	253	343	3.8	24.9	221
SELF	436	*100	0.7	22.9	123	*27	0.2	1.6	44	*18	0.6	4.1	109	*74	0.8	17.0	151
SEVENTEEN	614	*157	1.1	25.6	137	*32	1.1	5.2	142	*1	0.0	0.2	4	*124	1.4	20.2	179
SKI	910	357	2.4	39.2	210	**28	1.0	3.1	84	*67	2.2	7.4	195	*262	2.9	28.8	256
SMITHSONIAN	2937	830	5.6	28.3	151	*92	3.2	3.1	85	221	7.4	7.5	199	517	5.8	17.6	156
SOAP OPERA DIGEST	545	*152	1.0	27.9	149	*15	0.5	2.8	75	*20	0.7	3.7	97	*117	1.3	21.5	191
SOUTHERN LIVING	2054	437	2.9	21.3	114	**63	2.2	3.1	84	*45	1.5	2.2	58	329	3.7	16.0	142
SPORT	2799	672	4.5	24.0	128	*139	4.8	5.0	135	*119	4.0	4.3	112	414	4.6	14.8	131
THE SPORTING NEWS	1938	361	2.4	18.6	100	*49	1.7	2.5	69	*91	3.0	4.7	124	*222	2.5	11.5	102
SPORTS AFIELD	3125	661	4.5	21.2	113	*110	3.8	3.5	96	*52	1.7	1.7	44	499	5.6	16.0	142
SPORTS ILLUSTRATED	11159	2570	17.3	23.0	123	291	10.0	2.6	71	564	18.8	5.1	134	1715	19.2	15.4	137
STAR	4095	732	4.9	17.9	96	*114	3.9	2.8	76	*144	4.8	3.5	93	475	5.3	11.6	103
SUNDAY	25169	5638	38.0	22.4	120	1171	40.3	4.7	127	1022	34.1	4.1	107	3445	38.6	13.7	122
SUNSET	1294	556	3.7	43.0	230	*39	1.3	3.0	82	*101	3.4	7.8	206	*416	4.7	32.1	286
TV GUIDE	18508	3576	24.1	19.3	103	613	21.1	3.3	90	827	27.6	4.5	118	2136	23.9	11.5	103
TENNIS	645	*231	1.6	35.8	191	*25	0.9	3.9	106	*10	0.3	1.6	41	*195	2.2	30.2	269
TIME	12124	3183	21.5	26.3	140	494	17.0	4.1	111	609	20.3	5.0	133	2080	23.3	17.2	152
TOWN & COUNTRY	493	*232	1.6	47.1	252	*27	0.2	1.4	39	*40	1.3	8.1	214	*185	2.1	37.5	333
TRAVEL & LEISURE	1122	359	2.4	32.0	171	*34	1.2	3.0	83	*53	1.8	4.7	125	*271	3.0	24.2	215
TRUE STORY	690	*131	0.9	19.0	101	*9	0.3	1.3	36	*6	0.2	0.9	23	*116	1.3	16.8	149
U.S. NEWS & WORLD REPORT	6571	1476	10.0	22.5	120	233	8.0	3.5	97	287	9.6	4.4	115	955	10.7	14.5	129
USA TODAY	3120	927	6.3	29.7	159	*207	7.1	6.6	181	*226	7.5	7.2	191	494	5.5	15.8	141
US	1315	325	2.2	24.7	132	*23	0.8	1.7	48	*36	1.2	2.7	72	*266	3.0	20.2	180
VOGUE	632	*158	1.1	25.0	134	*6	0.2	0.9	26	*25	0.8	4.0	105	*127	1.4	20.1	179
WALL STREET JOURNAL	4247	1227	8.3	28.9	154	237	8.2	5.6	152	291	9.7	6.9	181	698	7.8	16.4	146
WEIGHT WATCHERS	398	*72	0.5	18.1	97	*4	0.1	1.0	27	*4	0.1	1.0	27	*63	0.7	15.8	141
WOMAN'S DAY	1139	*276	1.9	24.2	130	*20	0.7	1.8	48	*20	0.7	1.8	46	*235	2.6	20.6	183
WORKING MOTHER	*298	*124	0.8	41.6	222	*0	0.0	0.0	0	*20	0.7	6.7	177	*103	1.2	34.6	307
WORKING WOMAN	327	*105	0.7	32.1	172	*0	0.0	0.0	0	*22	0.7	6.7	178	*82	0.9	25.1	223
WORLD TENNIS	397	*161	1.1	40.6	217	*23	0.8	5.8	158	*8	0.3	2.0	53	*130	1.5	32.7	291
ZIFF-DAVIS MAG NETWORK (GROSS)	9635	2786	18.8	28.9	155	341	11.7	3.5	97	494	16.5	5.1	135	1951	21.9	20.2	180
BLAIR INSERTS	43762	9653	65.1	22.1	118	1847	63.5	4.2	115	1859	62.0	4.2	112	5947	66.7	13.6	121
DAILY NEWSPAPERS																	
READ ANY	52459	10528	71.0	20.1	107	1974	67.9	3.8	103	1951	65.0	3.7	98	6603	74.0	12.6	112
READ ONE	41891	8064	54.4	19.2	103	1577	54.2	3.8	103	1479	49.3	3.5	93	5008	56.1	12.0	106
READ TWO OR MORE	10568	2464	16.6	23.3	125	397	13.7	3.8	102	472	15.7	4.5	118	1595	17.9	15.1	134
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	10896	73.5	21.0	112	2041	70.2	3.9	107	2063	68.8	4.0	105	6792	76.1	13.1	116
READ ONE	44561	8926	60.2	20.0	107	1636	56.3	3.7	100	1631	54.4	3.7	97	5659	63.4	12.7	113
READ TWO OR MORE	7368	1970	13.3	26.7	143	405	13.9	5.5	150	431	14.4	5.8	155	1134	12.7	15.4	137
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	33.06				35.33				30.50				33.20			
30 DAY REACH	71522	13669	92.2	19.1	102	2605	89.6	3.6	99	2748	91.6	3.8	102	8316	93.2	11.6	103
50 SHWG - 30 DAY AV FREQ	15.55	17.28				18.34				15.88				17.40			
30 DAY REACH	68168	13106	88.4	19.2	103	2523	86.8	3.7	101	2635	87.8	3.9	102	7948	89.1	11.7	104
25 SHWG - 30 DAY AV FREQ	8.43	9.37				10.01				8.61				9.43			
30 DAY REACH	62898	12078	81.5	19.2	103	2320	79.8	3.7	101	2446	81.5	3.9	103	7312	82.0	11.6	103
CABLE TV: HOME WIRED	31664	5925	40.0	18.7	100	1021	35.1	3.2	88	1107	36.9	3.5	92	3797	42.6	12.0	107
HOME NOT WIRED	47599	8902	60.0	18.7	100	1886	64.9	4.0	108	1892	63.1	4.0	105	5123	57.4	10.8	96
HAVE PAY CABLE	17139	3712	25.0	21.7	116	646	22.2	3.8	103	626	20.9	3.7	97	2441	27.4	14.2	127

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	13483	100.0	15.2	100	1675	100.0	1.9	100	2576	100.0	2.9	100	9232	100.0	10.4	100
FEMALE HOMEMAkers	80986	11919	88.4	14.7	97	1469	87.7	1.8	96	2251	87.4	2.8	95	8200	88.8	10.1	97
EMPLOYED MOTHERS	18702	3345	24.8	17.9	117	*307	18.3	1.6	87	*599	23.3	3.2	110	2440	26.4	13.0	125
18 - 24	14726	2632	19.5	17.9	117	*398	23.8	2.7	143	*602	23.4	4.1	140	1632	17.7	11.1	106
25 - 34	20202	3486	25.9	17.3	113	*358	21.4	1.8	94	475	18.4	2.4	81	2653	28.7	13.1	126
35 - 44	14781	2642	19.6	17.9	117	*329	19.6	2.2	118	*500	19.4	3.4	116	1813	19.6	12.3	118
45 - 54	11449	1480	11.0	12.9	85	*137	8.2	1.2	63	*345	13.4	3.0	103	999	10.8	8.7	84
55 - 64	11846	1697	12.6	14.3	94	*176	10.5	1.5	78	*383	14.9	3.2	111	1138	12.3	9.6	92
65 OR OLDER	15459	1546	11.5	10.0	66	*277	16.5	1.8	95	*271	10.5	1.8	60	997	10.8	6.4	62
18 - 34	34928	6118	45.4	17.5	115	756	45.1	2.2	114	1077	41.8	3.1	106	4285	46.4	12.3	118
18 - 49	55154	9560	70.9	17.3	114	1181	70.5	2.1	113	1766	68.6	3.2	110	6612	71.6	12.0	115
25 - 54	46433	7608	56.4	16.4	108	823	49.1	1.8	94	1320	51.2	2.8	98	5465	59.2	11.8	113
35 - 49	20226	3442	25.5	17.0	112	*426	25.4	2.1	111	689	26.7	3.4	117	2327	25.2	11.5	110
50 OR OLDER	33310	3923	29.1	11.8	77	493	29.4	1.5	78	810	31.4	2.4	84	2620	28.4	7.9	75
GRADUATED COLLEGE	12110	2902	21.5	24.0	157	*263	15.7	2.2	115	485	18.8	4.0	138	2154	23.3	17.8	170
ATTENDED COLLEGE	15309	3095	23.0	20.2	133	*312	18.6	2.0	108	758	29.4	5.0	170	2025	21.9	13.2	127
GRADUATED HIGH SCHOOL	36912	5297	39.3	14.4	94	507	30.3	1.4	73	970	37.7	2.6	90	3819	41.4	10.3	99
DID NOT GRADUATE HIGH SCHOOL	24134	2189	16.2	9.1	60	592	35.3	2.5	130	*363	14.1	1.5	52	1234	13.4	5.1	49
EMPLOYED FULL-TIME	35457	6483	48.1	18.3	120	711	42.4	2.0	106	1075	41.7	3.0	104	4697	50.9	13.2	127
EMPLOYED PART-TIME	8514	1550	11.5	18.2	119	*89	5.3	1.0	55	*313	12.2	3.7	126	1148	12.4	13.5	129
NOT EMPLOYED	44494	5450	40.4	12.2	80	875	52.2	2.0	104	1189	46.2	2.7	92	3386	36.7	7.6	73
PROFESSIONAL/MANAGER	10811	2621	19.4	24.2	159	*229	13.7	2.1	112	*541	21.0	5.0	172	1851	20.0	17.1	164
TECH/CLERICAL/SALES	19640	3670	27.2	18.7	123	*374	22.3	1.9	101	*501	19.4	2.6	88	2795	30.3	14.2	136
PRECISION/CRAFT	1023	*186	1.4	18.2	119	*0	0.0	0.0	0	*69	2.7	6.7	232	*118	1.3	11.5	111
OTHER EMPLOYED	12498	1556	11.5	12.4	82	*197	11.8	1.6	83	*277	10.8	2.2	76	1082	11.7	8.7	83
SINGLE	15995	3453	25.6	21.6	142	*648	38.7	4.1	214	657	25.5	4.1	141	2149	23.3	13.4	129
MARRIED	51689	7304	54.2	14.1	93	715	42.7	1.4	73	1370	53.2	2.7	91	5220	56.5	10.1	97
DIVORCED/SEPARATED/WIDOWED	20780	2725	20.2	13.1	86	*312	18.6	1.5	79	550	21.4	2.6	91	1863	20.2	9.0	86
PARENTS	33922	5170	38.3	15.2	100	557	33.3	1.6	87	984	38.2	2.9	100	3629	39.3	10.7	103
WHITE	76422	11983	88.9	15.7	103	1327	79.2	1.7	92	2177	84.5	2.8	98	8479	91.8	11.1	106
BLACK	10066	1379	10.2	13.7	90	*325	19.4	3.2	171	*370	14.4	3.7	126	685	7.4	6.8	65
OTHER	1976	*121	0.9	6.1	40	*23	1.4	1.2	61	*29	1.1	1.5	50	*69	0.7	3.5	33
NORTHEAST-CENSUS	19803	4091	30.3	20.7	136	619	37.0	3.1	165	541	21.0	2.7	94	2931	31.7	14.8	142
NORTH CENTRAL	22181	3090	22.9	13.9	91	*235	14.0	1.1	56	658	25.5	3.0	102	2197	23.8	9.9	95
SOUTH	30082	3603	26.7	12.0	79	*560	33.4	1.9	98	806	31.3	2.7	92	2237	24.2	7.4	71
WEST	16398	2699	20.0	16.5	108	*261	15.6	1.6	84	*571	22.2	3.5	120	1867	20.2	11.4	109
NORTHEAST-MKTG.	20162	4427	32.8	22.0	144	776	46.3	3.8	203	709	27.5	3.5	121	2943	31.9	14.6	140
EAST CENTRAL	13054	1874	13.9	14.4	94	*215	12.8	1.6	87	*318	12.3	2.4	84	1341	14.5	10.3	98
WEST CENTRAL	14993	2063	15.3	13.8	90	*100	6.0	0.7	35	*476	18.5	3.2	109	1486	16.1	9.9	95
SOUTH	25785	2755	20.4	10.7	70	*360	21.5	1.4	74	*555	21.5	2.2	74	1841	19.9	7.1	68
PACIFIC	14470	2363	17.5	16.3	107	*224	13.4	1.5	82	*518	20.1	3.6	123	1621	17.6	11.2	107
COUNTY SIZE A	36705	6600	49.0	18.0	118	967	57.7	2.6	139	1372	53.3	3.7	128	4261	46.2	11.6	111
COUNTY SIZE B	26819	3934	29.2	14.7	96	*398	23.8	1.5	78	691	26.8	2.6	88	2844	30.8	10.6	102
COUNTY SIZE C	13597	1799	13.3	13.2	87	*185	11.0	1.4	72	*255	9.9	1.9	64	1359	14.7	10.0	96
COUNTY SIZE D	11344	1151	8.5	10.1	67	*124	7.4	1.1	58	*259	10.1	2.3	78	768	8.3	6.8	65
METRO CENTRAL CITY	26825	4187	31.1	15.6	102	741	44.2	2.8	146	869	33.7	3.2	111	2578	27.9	9.6	92
METRO SUBURBAN	39912	6539	48.5	16.4	107	585	34.9	1.5	77	1149	44.6	2.9	99	4805	52.0	12.0	115
NON METRO	21728	2757	20.4	12.7	83	*349	20.8	1.6	85	*558	21.7	2.6	88	1850	20.0	8.5	82
TOP 5 ADI'S	20847	3996	29.6	19.2	126	550	32.8	2.6	139	767	29.8	3.7	126	2679	29.0	12.9	123
TOP 10 ADI'S	28719	5258	39.0	18.3	120	913	54.5	3.2	168	1028	39.9	3.6	123	3317	35.9	11.5	111
TOP 20 ADI'S	40904	7352	54.5	18.0	118	1063	63.5	2.6	137	1423	55.2	3.5	119	4867	52.7	11.9	114
HSGLD INC. \$50,000 OR MORE	7931	2013	14.9	25.4	167	*247	14.7	3.1	164	*366	14.6	4.7	163	1390	15.1	17.5	168
\$40,000 OR MORE	15233	3548	26.3	23.3	153	*381	22.7	2.5	132	*679	26.0	4.4	151	2498	27.1	16.4	157
\$30,000 OR MORE	28333	5852	43.4	20.7	136	*551	32.9	1.9	103	1085	42.1	3.8	132	4215	45.7	14.9	143
\$25,000 OR MORE	36417	7314	54.2	20.1	132	747	44.6	2.8	147	1177	45.7	3.2	111	5390	58.4	14.8	142
\$20,000 - \$24,999	9943	1592	11.8	16.0	105	*277	16.5	2.1	108	*330	12.8	3.3	114	985	10.7	9.9	95
\$15,000 - \$19,999	9211	1413	10.5	15.3	101	*172	10.3	1.9	99	*372	14.4	4.0	139	869	9.4	9.4	90
\$10,000 - \$14,999	13477	1542	11.4	11.4	75	*151	9.0	1.1	59	*364	14.1	2.7	93	1027	11.1	7.6	73
UNDER \$10,000	19418	1622	12.0	8.4	55	*328	19.6	1.7	89	*334	13.0	1.7	59	961	10.4	4.9	47
HOUSEHOLD OF 1 PERSON	11987	1603	11.9	13.4	88	*243	14.5	2.0	107	306	11.9	2.6	88	1054	11.4	8.8	84
2 PEOPLE	27046	4016	29.8	14.8	97	537	32.1	2.0	105	770	29.9	2.8	98	2709	29.3	10.0	96
3 OR 4 PEOPLE	34251	5379	39.9	15.7	103	*570	34.0	1.7	88	957	37.2	2.8	96	3852	41.7	11.2	108
5 OR MORE PEOPLE	15180	2484	18.4	16.4	107	*325	19.4	2.1	113	*543	21.1	3.6	123	1617	17.5	10.7	102
NO CHILD IN HSHLD	49819	7504	55.7	15.1	99	1005	60.0	2.0	107	1444	56.1	2.9	100	5056	54.8	10.1	97
CHILD(REN) UNDER 2 YRS	6045	757	5.6	12.5	82	*133	7.9	2.2	116	*158	6.1	2.6	90	*466	5.0	7.7	74
2 - 5 YEARS	15233	2222	16.5	14.6	96	*342	20.4	2.2	119	*319	12.4	2.1	72	1562	16.9	10.3	98
6 - 11 YEARS	16260	2605	19.3	16.0	105	*218	13.0	1.3	71	*459	17.8	2.8	97	1929	20.9	11.9	114
12 - 17 YEARS	19173	3170	23.5	16.5	108	*364	21.7	1.9	100	*685	26.6	3.6	123	2121	23.0	11.1	106
RESIDENCE OWNED	61371	9398	69.7	15.3	100	1044	62.3	1.7	90	1649	64.0	2.7	92	6706	72.6	10.9	105
VALUE: \$50,000 OR MORE	35355	6853	50.8	19.4	127	743	44.4	2.1	111	1196	46.4	3.4	116	4913	53.2	13.9	133
VALUE: UNDER \$50,000	26016	2546	18.9	9.8	64	*300	17.9	1.2	61	*453	17.6	1.7	60	1793	19.4	6.9	66

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	13483	100.0	15.2	100	1675	100.0	1.9	100	2576	100.0	2.9	100	9232	100.0	10.4	100
MAGAZINES	QUINTILE 1	17988	3913	29.0	21.8	143	*327	19.5	1.8	96	772	30.0	4.3	147	2814	30.5	15.6	150
	QUINTILE 2	19446	3560	26.4	18.3	120	*519	31.0	2.7	141	708	27.5	3.6	125	2333	25.3	12.0	115
	QUINTILE 3	14626	2403	17.8	16.4	108	*258	15.4	1.8	93	*440	17.1	3.0	103	1705	18.5	11.7	112
	QUINTILE 4	16014	1989	14.8	12.4	81	*248	14.8	1.5	82	*320	12.4	2.0	69	1420	15.4	8.9	85
	QUINTILE 5	20389	1618	12.0	7.9	52	*322	19.2	1.6	83	*336	13.0	1.6	57	960	10.4	4.7	45
NEWSPAPERS	QUINTILE 1	13830	3041	22.6	22.0	144	*475	28.4	3.4	181	*567	22.0	4.1	141	1999	21.7	14.5	139
	QUINTILE 2	26350	4744	35.2	18.0	118	562	33.6	2.1	113	814	31.6	3.1	106	3368	36.5	12.8	122
	QUINTILE 3	12415	2106	15.6	17.0	111	*178	10.6	1.4	76	*436	16.9	3.5	121	1492	16.2	12.0	115
	QUINTILE 4	21911	2476	18.4	11.3	74	*304	18.1	1.4	73	528	20.5	2.4	83	1643	17.8	7.5	72
	QUINTILE 5	13960	1116	8.3	8.0	52	*155	9.3	1.1	59	*231	9.0	1.7	57	730	7.9	5.2	50
OUTDOOR	QUINTILE 1	16810	3201	23.7	19.0	125	*269	16.1	1.6	85	*427	16.6	2.5	87	2505	27.1	14.9	143
	QUINTILE 2	17101	2532	18.8	14.8	97	*389	23.2	2.3	120	637	24.7	3.7	128	1506	16.3	8.8	84
	QUINTILE 3	17579	2746	20.4	15.6	102	*363	21.7	2.1	109	*479	18.6	2.7	94	1904	20.6	10.8	104
	QUINTILE 4	18343	2637	19.6	14.4	94	*375	22.4	2.0	108	547	21.2	3.0	102	1716	18.6	9.4	90
	QUINTILE 5	18621	2367	17.6	12.7	83	*280	16.7	1.5	79	*486	18.9	2.6	90	1601	17.3	8.6	82
RADIO-DRIVE TIME	QUINTILE 1	17390	2601	19.3	15.0	98	*324	19.3	1.9	98	*374	14.5	2.2	74	1903	20.6	10.9	105
	QUINTILE 2	16591	2550	18.9	15.4	101	*281	16.8	1.7	89	*617	24.0	3.7	128	1653	17.9	10.0	95
	QUINTILE 3	16910	2879	21.4	17.0	112	*385	23.0	2.3	120	588	22.8	3.5	119	1906	20.6	11.3	108
	QUINTILE 4	18002	2922	21.7	16.2	106	*345	20.6	1.9	101	492	19.1	2.7	94	2085	22.6	11.6	111
	QUINTILE 5	19572	2530	18.8	12.9	85	*341	20.4	1.7	92	*505	19.6	2.6	89	1684	18.2	8.6	82
RADIO-MID- DAY	TERCILE 1	23248	3494	25.9	15.0	99	*452	27.0	1.9	103	650	25.2	2.8	96	2392	25.9	10.3	99
	TERCILE 2	23667	3729	27.7	15.8	103	*412	24.6	1.7	92	728	28.3	3.1	106	2589	28.0	10.9	105
	TERCILE 3	41549	6260	46.4	15.1	99	811	48.4	2.0	103	1198	46.5	2.9	99	4251	46.0	10.2	98
RADIO-TOTAL	QUINTILE 1	17786	2756	20.4	15.5	102	*359	21.4	2.0	107	*458	17.8	2.6	88	1939	21.0	10.9	104
	QUINTILE 2	17316	2607	19.3	15.1	99	*364	21.7	2.1	111	*522	20.3	3.0	104	1720	18.6	9.9	95
	QUINTILE 3	18428	2946	21.8	16.0	105	*233	13.9	1.3	67	677	26.3	3.7	126	2035	22.0	11.0	106
	QUINTILE 4	17669	3124	23.2	17.7	116	*401	23.9	2.3	120	508	19.7	2.9	99	2216	24.0	12.5	120
	QUINTILE 5	17265	2050	15.2	11.9	78	*318	19.0	1.8	97	*411	16.0	2.4	82	1321	14.3	7.7	73
TV-PRIME TIME	QUINTILE 1	17416	2427	18.0	13.9	91	*413	24.7	2.4	125	*362	14.1	2.1	71	1652	17.9	9.5	91
	QUINTILE 2	17413	2802	20.8	16.1	106	*331	19.8	1.9	100	568	22.0	3.3	112	1902	20.6	10.9	105
	QUINTILE 3	17943	2786	20.7	15.5	102	*322	19.2	1.8	95	*630	24.5	3.5	121	1834	19.9	10.2	98
	QUINTILE 4	18442	2956	21.9	16.0	105	*318	19.0	1.7	91	579	22.5	3.1	108	2059	22.3	11.2	107
	QUINTILE 5	17250	2512	18.6	14.6	96	*290	17.3	1.7	89	*438	17.0	2.5	87	1784	19.3	10.3	99
TV-DAYTIME	TERCILE 1	29966	3622	26.9	12.1	79	489	29.2	1.6	86	741	28.8	2.5	85	2393	25.9	8.0	77
	TERCILE 2	29480	4752	35.2	16.1	106	693	41.4	2.4	124	808	31.4	2.7	94	3252	35.2	11.0	106
	TERCILE 3	29018	5109	37.9	17.6	116	*494	29.5	1.7	90	1028	39.9	3.5	122	3587	38.9	12.4	118
TV-TOTAL	QUINTILE 1	17740	2027	15.0	11.4	75	*335	20.0	1.9	100	*298	11.6	1.7	58	1394	15.1	7.9	75
	QUINTILE 2	17674	2589	19.2	14.6	96	*344	20.5	1.9	103	*497	19.3	2.8	97	1749	18.9	9.9	95
	QUINTILE 3	17730	3082	22.9	17.4	114	*336	20.1	1.9	100	758	29.4	4.3	147	1989	21.5	11.2	107
	QUINTILE 4	17563	2979	22.1	17.0	111	*375	22.4	2.1	113	*513	19.9	2.9	100	2091	22.6	11.9	114
	QUINTILE 5	17757	2806	20.8	15.8	104	*285	17.0	1.6	85	*511	19.8	2.9	99	2010	21.8	11.3	108
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	23278	5120	38.0	22.0	144	598	35.7	2.6	136	975	37.8	4.2	144	3547	38.4	15.2	146
	NEWSPAPER IMPERATIVE	21634	3332	24.7	15.4	101	*317	18.9	1.5	77	674	26.2	3.1	107	2342	25.4	10.8	104
		23455	3650	27.1	15.6	102	517	30.9	2.2	116	643	25.0	2.7	94	2491	27.0	10.6	102
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	17482	3461	25.7	19.8	130	*371	22.1	2.1	112	629	24.4	3.6	124	2461	26.7	14.1	135
	OUTDOOR IMPERATIVE	28830	5323	39.5	18.5	121	613	36.6	2.1	112	1100	42.7	3.8	131	3611	39.1	12.5	120
		26119	3230	24.0	12.4	81	465	27.8	1.8	94	590	22.9	2.3	78	2175	23.6	8.3	80
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	20162	3764	27.9	18.7	122	*496	29.6	2.5	130	824	32.0	4.1	140	2444	26.5	12.1	116
	RADIO IMPERATIVE	26292	5239	38.9	19.9	131	*505	30.1	1.9	101	956	37.1	3.6	125	3778	40.9	14.4	138
		25308	2891	21.4	11.4	75	*347	20.7	1.4	72	*469	18.2	1.9	64	2074	22.5	8.2	79
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	2958	21.9	17.1	112	*339	20.2	2.0	103	638	24.8	3.7	127	1980	21.4	11.4	110
	TELEVISION IMPERATIVE	29099	6152	45.6	21.1	139	694	41.4	2.4	126	1174	45.6	4.0	139	4284	46.4	14.7	141
		27505	2782	20.6	10.1	66	*408	24.4	1.5	78	512	19.9	1.9	64	1863	20.2	6.8	65
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	18628	3936	29.2	21.1	139	*464	27.7	2.5	132	675	26.2	3.6	124	2796	30.3	15.0	144
	OUTDOOR IMPERATIVE	29178	5241	38.9	18.0	118	706	42.1	2.4	128	992	38.5	3.4	117	3543	38.4	12.1	116
		25260	3055	22.7	12.1	79	*358	21.4	1.4	75	629	24.4	2.5	86	2068	22.4	8.2	78
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	19246	3514	26.1	18.3	120	539	32.2	2.8	148	*464	18.0	2.4	83	2512	27.2	13.1	125
	RADIO IMPERATIVE	28155	5557	41.2	19.7	129	631	37.7	2.2	118	1165	45.2	4.1	142	3761	40.7	13.4	128
		25308	2971	22.0	11.7	77	*284	17.0	1.1	59	697	27.1	2.8	95	1989	21.5	7.9	75
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	18615	3160	23.4	17.0	111	*372	22.2	2.0	106	*535	20.8	2.9	99	2253	24.4	12.1	116
	TELEVISION IMPERATIVE	29207	6033	44.7	20.7	136	740	44.2	2.5	134	1169	45.4	4.0	137	4123	44.7	14.1	135
		25472	2694	20.0	10.6	69	*411	24.5	1.6	85	539	20.9	2.1	73	1745	18.9	6.9	66
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	17292	2739	20.3	15.8	104	*390	23.3	2.3	119	*411	16.0	2.4	82	1937	21.0	11.2	107
	RADIO IMPERATIVE	26915	4480	33.2	16.6	109	*472	28.2	1.8	93	916	35.6	3.4	117	3093	33.5	11.5	110

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	13483	100.0	15.2	100	1675	100.0	1.9	100	2576	100.0	2.9	100	9232	100.0	10.4	100
ATLANTIC MONTHLY	415	**99	0.7	23.9	157	**3	0.2	0.7	38	**26	1.0	6.3	215	**69	0.7	16.6	159
BARRON'S	522	**175	1.3	33.5	220	**14	0.8	2.7	142	**31	1.2	5.9	204	**130	1.4	24.9	239
BETTER HOMES & GARDENS	17429	3045	22.6	17.5	115	294	17.6	1.7	89	605	23.5	3.5	119	2146	23.2	12.3	118
BON APPETIT	2772	725	5.4	26.2	172	**39	2.3	1.4	74	**183	7.1	6.6	227	503	5.4	18.1	174
BUSINESS WEEK	1469	264	2.0	18.0	118	**32	1.9	2.2	115	**42	1.6	2.9	98	*191	2.1	13.0	125
CAR AND DRIVER	397	**66	0.5	16.6	109	**3	0.2	0.8	40	**11	0.4	2.8	95	**52	0.6	13.1	126
CBS MAGAZINE NETWORK (GROSS)	1633	382	2.8	23.4	153	**35	2.1	2.1	113	**64	2.5	3.9	135	*283	3.1	17.3	166
CHANGING TIMES	1554	351	2.6	22.6	148	**29	1.7	1.9	99	**77	3.0	5.0	170	*245	2.7	15.8	151
COLONIAL HOMES	1304	256	1.9	19.6	129	**35	2.1	2.7	142	**49	1.9	3.8	129	*172	1.9	13.2	126
CONDE NAST MAG. PKG. (GROSS)	17858	4219	31.3	23.6	155	380	22.7	2.1	112	710	27.6	4.0	137	3129	33.9	17.5	168
CONSUMERS DIGEST	1406	330	2.4	23.5	154	**29	1.7	2.1	109	**31	1.2	2.2	76	*270	2.9	19.2	184
COSMOPOLITAN	8815	2011	14.9	22.8	150	*236	14.1	2.7	141	352	13.7	4.0	137	1424	15.4	16.2	155
COUNTRY LIVING	2636	509	3.8	19.3	127	**23	1.4	0.9	46	**108	4.2	4.1	141	379	4.1	14.4	138
CUISINE	1554	364	2.7	23.4	154	**14	0.8	0.9	48	**91	3.5	5.9	201	259	2.8	16.7	160
CYCLE WORLD	469	**79	0.6	16.8	111	**10	0.6	2.1	113	**20	0.8	4.3	146	**49	0.5	10.4	100
DCI:CREATIVE IDEAS FOR LIV	2631	428	3.2	16.3	107	**34	2.0	1.3	68	**119	4.6	4.5	155	*275	3.0	10.5	100
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1246	9.2	17.6	116	**84	5.0	1.2	63	*321	12.5	4.5	156	842	9.1	11.9	114
DISCOVER	998	208	1.5	20.8	137	**17	1.0	1.7	90	**27	1.0	2.7	93	*164	1.8	16.4	157
EBONY	4289	770	5.7	18.0	118	*172	10.3	4.0	212	249	9.7	5.8	199	349	3.8	8.1	78
ESQUIRE	1176	*118	0.9	10.0	66	**8	0.5	0.7	36	**20	0.8	1.7	58	**90	1.0	7.7	73
ESSENCE	2392	412	3.1	17.2	113	**93	5.6	3.9	205	**95	3.7	4.0	136	*224	2.4	9.4	90
FAMILY CIRCLE	17209	3049	22.6	17.7	116	*329	19.6	1.9	101	554	21.5	3.2	111	2166	23.5	12.6	121
THE FAMILY HANDYMAN	1184	*233	1.7	19.7	129	**29	1.7	2.4	129	**57	2.2	4.8	165	**147	1.6	12.4	119
FAMILY WEEKLY	12391	1969	14.6	15.9	104	*258	15.4	2.1	110	346	13.4	2.8	96	1364	14.8	11.0	105
FIELD & STREAM	2438	401	3.0	16.4	108	**9	0.5	0.4	19	**117	4.5	4.8	165	*276	3.0	11.3	108
FOOD & WINE	614	*122	0.9	19.9	130	**6	0.4	1.0	52	**25	1.0	4.1	140	**90	1.0	14.7	140
FORBES	813	*234	1.7	28.8	189	**6	0.4	0.7	39	**39	1.5	4.8	165	*189	2.0	23.2	223
FORTUNE	1083	*233	1.7	21.5	141	**18	1.1	1.7	88	**15	0.6	1.4	48	*200	2.2	18.5	177
GENTLEMEN'S QUARTERLY	1197	*260	1.9	21.7	143	**19	1.1	1.6	84	**51	2.0	4.3	146	*190	2.1	15.9	152
GLAMOUR	6625	1567	11.6	23.7	155	**133	7.9	2.0	106	*266	10.3	4.0	138	1168	12.7	17.6	169
GOLF DIGEST	707	*156	1.2	22.1	145	**39	2.3	5.5	291	**49	1.9	6.9	238	**67	0.7	9.5	91
GOLF DIGEST/TENNIS (GROSS)	1316	*279	2.1	21.2	139	**45	2.7	3.4	181	**101	3.9	7.7	264	*133	1.4	10.1	97
GOLF MAGAZINE	469	**125	0.9	26.7	175	**36	2.1	7.7	405	**51	2.0	10.9	373	**37	0.4	7.9	76
GOLF MAGAZINE/SKI (GROSS)	1060	*231	1.7	21.8	143	**41	2.4	3.9	204	**61	2.4	5.8	198	**129	1.4	12.2	117
GOOD HOUSEKEEPING	17784	3145	23.3	17.7	116	313	18.7	1.8	93	598	23.2	3.4	115	2234	24.2	12.6	120
HARPER'S BAZAAR	2931	702	5.2	24.0	157	**59	3.5	2.0	106	*166	6.4	5.7	194	477	5.2	16.3	156
HEALTH	2199	416	3.1	18.9	124	**20	1.2	0.9	48	**103	4.0	4.7	161	*293	3.2	13.3	128
HEARST MAG CORP. BUY (GROSS)	49148	9631	71.4	19.6	129	916	54.7	1.9	98	1816	70.5	3.7	127	6899	74.7	14.0	135
HEARST MAN POWER (GROSS)	2113	352	2.6	16.7	109	**22	1.3	1.0	55	**37	1.4	1.8	60	*293	3.2	13.9	133
HEARST WOMAN POWER (GROSS)	35062	6746	50.0	19.2	126	655	39.1	1.9	99	1258	48.8	3.6	123	4833	52.4	13.8	132
HOUSE BEAUTIFUL	3865	824	6.1	21.3	140	**95	5.7	2.5	130	*173	6.7	4.5	154	556	6.0	14.4	138
INC.	315	**77	0.6	24.4	160	**4	0.2	1.3	67	**16	0.6	5.1	174	**57	0.6	18.1	173
JET	3690	628	4.7	17.0	112	*146	8.7	4.0	209	*183	7.1	5.0	170	299	3.2	8.1	78
LADIES' HOME JOURNAL	12930	2163	16.0	16.7	110	*196	11.7	1.5	80	420	16.3	3.2	112	1548	16.8	12.0	115
LHJ FAMILY GRP COMBO(GROSS)	18161	3112	23.1	17.1	112	238	14.2	1.3	69	587	22.8	3.2	111	2287	24.8	12.6	121
LIFE	5065	1030	7.6	20.3	133	**140	8.4	2.8	146	*224	8.7	4.4	152	666	7.2	13.1	126
L.A. TIMES HOME MAGAZINE	1310	302	2.2	23.1	151	**8	0.5	0.6	32	*62	2.4	4.7	163	*232	2.5	17.7	170
MADAMOISELLE	3759	984	7.3	26.2	172	**89	5.3	2.4	125	*234	9.1	6.2	214	661	7.2	17.6	168
MC CALL'S	14658	2458	18.2	16.8	110	*256	15.3	1.7	92	421	16.3	2.9	99	1781	19.3	12.2	116
MC CALL'S/MRK MOTHER (GROSS)	15857	2660	19.7	16.8	110	*270	16.1	1.7	90	464	18.0	2.9	100	1926	20.9	12.1	116
MECHANIX ILLUSTRATED	809	**181	1.3	22.4	147	**2	0.1	0.2	13	**10	0.4	1.2	42	**169	1.8	20.9	200
METROPOLITAN HOME	1009	*204	1.5	20.2	133	**19	1.1	1.9	99	**33	1.3	3.3	112	*152	1.6	15.1	144
MONEY	1707	408	3.0	23.9	157	*34	2.0	2.0	105	**108	4.2	6.3	217	266	2.9	15.6	149
MOTHER EARTH NEWS	1123	*234	1.7	20.8	137	**4	0.2	0.4	19	**31	1.2	2.8	95	*199	2.2	17.7	170
MS.	932	255	1.9	27.4	180	**26	1.6	2.8	147	**35	1.4	3.8	129	*195	2.1	20.9	200
NATIONAL ENQUIRER	11971	1707	12.7	14.3	94	*237	14.1	2.0	105	266	10.3	2.2	76	1204	13.0	10.1	96
NATIONAL GEOGRAPHIC	10503	2144	15.9	20.4	134	*238	14.2	2.3	120	461	17.9	4.4	151	1445	15.7	13.8	132
NATIONAL SUNDAY MAGAZINE PKG	54325	9763	72.4	18.0	118	1215	72.5	2.2	118	1874	72.7	3.4	118	6675	72.3	12.3	118
NATURAL HISTORY	626	**93	0.7	14.9	97	**3	0.2	0.5	25	*12	0.5	1.9	66	**78	0.8	12.5	119
NEW WOMAN	1992	311	2.3	15.6	102	**16	1.0	0.8	42	**73	2.8	3.7	126	*222	2.4	11.1	107
NEW YORK INCLUDING CUE	547	*142	1.1	26.0	170	**34	2.0	6.2	328	**26	1.0	4.8	163	**82	0.9	15.0	144
THE NEW YORKER	1380	390	2.9	28.3	185	**38	2.3	2.8	145	**59	2.3	4.3	147	293	3.2	21.2	203
NEWSWEEK	6925	1493	11.1	21.6	141	**109	6.5	1.6	83	310	12.0	4.5	154	1074	11.6	15.5	149
THE N.Y. TIMES DAILY EDITION	1363	421	3.1	30.9	203	**30	1.8	2.2	116	**53	2.1	3.9	134	338	3.7	24.8	238
THE N.Y. TIMES MAGAZINE	2333	707	5.2	30.3	199	**68	4.1	2.9	154	*92	3.6	3.9	135	546	5.9	23.4	224
OMNI	872	*188	1.4	21.6	141	**33	2.0	3.8	200	**48	1.9	5.5	189	**108	1.2	12.4	119
ON CABLE	1298	*127	0.9	9.8	64	**1	0.1	0.1	4	*31	1.2	2.4	82	**95	1.0	7.3	70
1001 HOME IDEAS	3032	532	3.9	17.5	115	**21	1.3	0.7	37	**64	2.5	2.1	72	447	4.8	14.7	141
ORGANIC GARDENING	1680	337	2.5	20.1	132	**8	0.5	0.5	25	**119	4.6	7.1	243	*210	2.3	12.5	120
OUTDOOR LIFE	960	*187	1.4	19.5	128	**10	0.6	1.0	55	**29	1.1	3.0	104	**148	1.6	15.4	148
PARADE MAGAZINE	26755	5012	37.2	18.7	123	764	45.6	2.9	151	1032	40.1	3.9	132	3216	34.8	12.0	115

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	13483	100.0	15.2	100	1675	100.0	1.9	100	2576	100.0	2.9	100	9232	100.0	10.4	100
PARENTS	4173	715	5.3	17.1	112	**33	2.0	0.8	42	**130	5.0	3.1	107	553	6.0	13.3	127
PENTHOUSE	973	*238	1.8	24.5	160	**22	1.3	2.3	119	**75	2.9	7.7	265	**141	1.5	14.5	139
PEOPLE	13479	2871	21.3	21.3	140	*290	17.3	2.2	114	608	23.6	4.5	155	1973	21.4	14.6	140
PLAYBOY	2183	407	3.0	18.6	122	**73	4.4	3.3	177	**103	4.0	4.7	162	*232	2.5	10.6	102
POPULAR HOT RODDING	388	**51	0.4	13.1	86	**0	0.0	0.0	0	**8	0.3	2.1	71	**43	0.5	11.1	106
POPULAR MECHANICS	1037	**141	1.0	13.6	89	**5	0.3	0.5	25	**26	1.0	2.5	86	**111	1.2	10.7	103
POPULAR SCIENCE	920	*201	1.5	21.8	143	**28	1.7	3.0	161	**50	1.9	5.4	187	*123	1.3	13.4	128
PREVENTION	4071	656	4.9	16.1	106	**24	1.4	0.6	31	*153	5.9	3.8	129	479	5.2	11.8	113
PSYCHOLOGY TODAY	1940	340	2.5	17.5	115	**27	1.6	1.4	74	**33	1.3	1.7	58	280	3.0	14.4	138
READER'S DIGEST	24031	3944	29.3	16.4	108	512	30.6	2.1	113	803	31.2	3.3	115	2629	28.5	10.9	105
REDWOCK	8464	1590	11.8	18.8	123	**107	6.4	1.3	67	308	12.0	3.6	125	1175	12.7	13.9	133
ROAD & TRACK	429	**85	0.6	19.8	130	**2	0.1	0.5	25	**18	0.7	4.2	144	**65	0.7	15.2	145
ROLLING STONE	1355	416	3.1	30.7	201	**65	3.9	4.8	253	**33	1.3	2.4	84	318	3.4	23.5	225
RUNNER'S WORLD	329	**39	0.3	11.9	78	**13	0.8	4.0	209	**8	0.3	2.4	84	**19	0.2	5.8	55
SATURDAY EVENING POST	1268	*263	2.0	20.7	136	**3	0.2	0.2	12	**58	2.3	4.6	157	*202	2.2	15.9	153
SCIENCE 84	702	**122	0.9	17.4	114	**9	0.5	1.3	68	**2	0.1	0.3	10	**111	1.2	15.8	152
SCIENCE DIGEST	553	**112	0.8	20.3	133	**0	0.0	0.0	0	**11	0.4	2.0	68	**102	1.1	18.4	177
SCIENTIFIC AMERICAN	615	*179	1.3	29.1	191	**22	1.3	3.6	189	**13	0.5	2.1	73	**144	1.6	23.4	224
SELF	2683	639	4.7	23.8	156	**45	2.7	1.7	89	**64	2.5	2.4	82	530	5.7	19.8	189
SEVENTEEN	3309	695	5.2	21.0	138	**50	3.0	1.5	80	**99	3.8	3.0	103	546	5.9	16.5	158
SKI	591	**106	0.8	17.9	118	**4	0.2	0.7	36	**10	0.4	1.7	58	**92	1.0	15.6	149
SMITHSONIAN	3039	748	5.5	24.6	161	**122	7.3	4.0	212	*148	5.7	4.9	167	479	5.2	15.8	151
SOAP OPERA DIGEST	3683	553	4.1	15.0	99	**59	3.5	1.6	85	**111	4.3	3.0	104	383	4.1	10.4	100
SOUTHERN LIVING	4434	818	6.1	18.4	121	**50	3.0	1.1	60	*202	7.8	4.6	156	567	6.1	12.8	123
SPORT	701	**82	0.6	11.7	77	**12	0.7	1.7	90	**23	0.9	3.3	113	**47	0.5	6.7	64
THE SPORTING NEWS	518	**172	1.3	33.2	218	**45	2.7	8.7	459	**52	2.0	10.0	345	**76	0.8	14.7	141
SPORTS FIELD	523	**99	0.7	18.9	124	**17	1.0	3.3	172	**1	0.0	0.2	7	**81	0.9	15.5	148
SPORTS ILLUSTRATED	3325	662	4.9	19.9	131	**127	7.6	3.8	202	**110	4.3	3.3	114	425	4.6	12.8	122
STAR	8567	1228	9.1	14.3	94	*117	7.0	1.4	72	298	11.6	3.5	119	813	8.8	9.5	91
SUNDAY	27630	5424	40.2	19.6	129	750	44.8	2.7	143	1118	43.4	4.0	139	3557	38.5	12.9	123
SUNSET	2219	504	3.7	22.7	149	**49	2.9	2.2	117	**147	5.7	6.6	227	308	3.3	13.9	133
TV GUIDE	24258	3760	27.9	15.5	102	468	27.9	1.9	102	628	24.4	2.6	89	2664	28.9	11.0	105
TENNIS	609	**123	0.9	20.2	133	**5	0.3	0.8	43	**52	2.0	8.5	293	**66	0.7	10.8	104
TIME	9929	2121	15.7	21.4	140	*225	13.4	2.3	120	342	13.3	3.4	118	1554	16.8	15.7	150
TOWN & COUNTRY	1062	237	1.8	22.3	146	**27	1.6	2.5	134	**22	0.9	2.1	71	*188	2.0	17.7	170
TRAVEL & LEISURE	1051	245	1.8	23.3	153	**7	0.4	0.7	35	**21	0.8	2.0	69	*216	2.3	20.6	197
TRUE STORY	3946	334	2.5	8.5	56	**42	2.5	1.1	56	**118	4.6	3.0	103	*175	1.9	4.4	42
U.S. NEWS & WORLD REPORT	3782	675	5.0	17.8	117	**80	4.8	2.1	112	*140	5.4	3.7	127	455	4.9	12.0	115
USA TODAY	1874	431	3.2	23.0	151	**50	3.0	2.7	141	*75	2.9	4.0	137	307	3.3	16.4	157
US	2213	451	3.3	20.4	134	**67	4.0	3.0	160	**48	1.9	2.2	74	335	3.6	15.1	145
VOGUE	4792	1029	7.6	21.5	141	*112	6.7	2.3	123	*145	5.6	3.0	104	771	8.4	16.1	154
WALL STREET JOURNAL	2045	519	3.8	25.4	167	**101	6.0	4.9	261	**83	3.2	4.1	139	334	3.6	16.3	157
WEIGHT WATCHERS	2364	479	3.6	20.3	133	**14	0.8	0.6	31	**150	5.8	6.3	218	*315	3.4	13.3	128
WOMAN'S DAY	15182	2812	20.9	18.5	122	*255	15.2	1.7	89	543	21.1	3.6	123	2015	21.8	13.3	127
WORKING MOTHER	1198	*202	1.5	16.9	111	**14	0.8	1.2	62	**43	1.7	3.6	123	**145	1.6	12.1	116
WORKING WOMAN	1523	416	3.1	27.3	179	**14	0.8	0.9	49	**107	4.2	7.0	241	296	3.2	19.4	186
WORLD TENNIS	*183	**60	0.4	32.8	215	**9	0.5	4.9	260	**18	0.7	9.8	338	**33	0.4	18.0	173
ZIFF-DAVIS MAG NETWK (GROSS)	2776	489	3.6	17.6	116	**31	1.9	1.1	59	**68	2.6	2.4	84	390	4.2	14.0	135
BLAIR INSERTS	47909	8996	66.7	18.8	123	1140	68.1	2.4	126	1721	66.8	3.6	123	6135	66.5	12.8	123
DAILY NEWSPAPERS																	
READ ANY	56731	9874	73.2	17.4	114	1227	73.3	2.2	114	1862	72.3	3.3	113	6786	73.5	12.0	115
READ ONE	47696	8056	59.7	16.9	111	905	54.0	1.9	100	1509	58.6	3.2	109	5642	61.1	11.8	113
READ TWO OR MORE	9034	1819	13.5	20.1	132	*322	19.2	3.6	188	353	13.7	3.9	134	1144	12.4	12.7	121
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	10390	77.1	18.0	118	1295	77.3	2.2	118	1963	76.2	3.4	117	7131	77.2	12.4	118
READ ONE	50513	8561	63.5	16.9	111	988	59.0	2.0	103	1615	62.7	3.2	110	5958	64.5	11.8	113
READ TWO OR MORE	7219	1828	13.6	25.3	166	*307	18.3	4.3	225	348	13.5	4.8	166	1173	12.7	16.2	156
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.21				25.68				26.87				33.41			
30 DAY REACH	78184	12245	90.8	15.7	103	1564	93.4	2.0	106	2274	88.3	2.9	100	8407	91.1	10.8	103
50 SHWG - 30 DAY AV FREQ	14.80	16.39				13.78				13.88				17.55			
30 DAY REACH	74239	11680	86.6	15.7	103	1450	86.6	2.0	103	2211	85.8	3.0	102	8019	86.9	10.8	104
25 SHWG - 30 DAY AV FREQ	8.05	8.88				7.29				7.60				9.52			
30 DAY REACH	68254	10810	80.2	15.8	104	1368	81.7	2.0	106	2016	78.3	3.0	101	7425	80.4	10.9	104
- CABLE TV: HOME WIRED	35215	5978	44.3	17.0	111	*660	39.4	1.9	99	836	32.5	2.4	82	4482	48.5	12.7	122
HOME NOT WIRED	53250	7505	55.7	14.1	92	1015	60.6	1.9	101	1740	67.5	3.3	112	4750	51.5	8.9	85
HAVE PAY CABLE	17885	3520	26.1	19.7	129	*402	24.0	2.2	119	*367	14.2	2.1	70	2752	29.8	15.4	147

	TOTAL U.S. '000	BEEFEATER				GILBEY'S				GORDON'S				A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	8958	100.0	5.3	100	8429	100.0	5.0	100	9408	100.0	5.6	100				
MALES	79263	5203	58.1	6.6	123	4363	51.8	5.5	110	4881	51.9	6.2	110				
FEMALES	88464	3755	41.9	4.2	79	4066	48.2	4.6	91	4527	48.1	5.1	91				
18 - 24	28671	1348	15.0	4.7	88	1529	18.1	5.3	106	1752	18.6	6.1	109				
25 - 34	39536	2488	27.8	6.3	118	2020	24.0	5.1	102	2320	24.7	5.9	105				
35 - 44	28978	1805	20.1	6.2	117	2090	24.8	7.2	144	2023	21.5	7.0	124				
45 - 54	22345	1442	16.1	6.5	121	1043	12.4	4.7	93	1113	11.8	5.0	89				
55 - 64	22224	1223	13.7	5.5	103	1070	12.7	4.8	96	1284	13.6	5.8	103				
65 OR OLDER	25973	653	7.3	2.5	47	677	8.0	2.6	52	915	9.7	3.5	63				
18 - 34	68207	3836	42.8	5.6	105	3549	42.1	5.2	104	4071	43.3	6.0	106				
18 - 49	108058	6386	71.3	5.9	111	6195	73.5	5.7	114	6686	71.1	6.2	110				
25 - 54	90859	5736	64.0	6.3	118	5152	61.1	5.7	113	5456	58.0	6.0	107				
35 - 49	39851	2551	28.5	6.4	120	2645	31.4	6.6	132	2615	27.8	6.6	117				
50 OR OLDER	59669	2572	28.7	4.3	81	2234	26.5	3.7	75	2721	28.9	4.6	81				
GRADUATED COLLEGE	28091	3133	35.0	11.2	209	2388	28.3	8.5	169	2991	31.8	10.6	190				
ATTENDED COLLEGE	28938	2281	25.5	7.9	148	2148	25.5	7.4	148	1771	18.8	6.1	109				
GRADUATED HIGH SCHOOL	65503	2614	29.2	4.0	75	2933	34.8	4.5	89	3177	33.8	4.9	86				
DID NOT GRADUATE HIGH SCHOOL	45195	931	10.4	2.1	39	959	11.4	2.1	42	1468	15.6	3.2	58				
EMPLOYED MALES	56429	4153	46.4	7.4	138	3386	40.2	6.0	119	3845	40.9	6.8	121				
EMPLOYED FEMALES	43971	2565	28.6	5.8	109	2601	30.9	5.9	118	2917	31.0	6.6	118				
EMPLOYED FULL-TIME	87773	5897	65.8	6.7	126	5250	62.3	6.0	119	6145	65.3	7.0	125				
EMPLOYED PART-TIME	12627	821	9.2	6.5	122	737	8.7	5.8	116	617	6.6	4.9	87				
NOT EMPLOYED	67327	2240	25.0	3.3	62	2442	29.0	3.6	72	2646	28.1	3.9	70				
PROFESSIONAL/MANAGER	25445	2668	29.8	10.3	193	2205	26.2	8.5	170	2713	28.8	10.5	187				
TECH/CLERICAL/SALES	30895	2065	23.1	6.7	125	2048	24.3	6.6	132	1945	20.7	6.3	112				
PRECISION/CRAFT	12629	868	9.7	6.9	129	587	7.0	4.6	92	619	6.6	4.9	87				
OTHER EMPLOYED	31031	1117	12.5	3.6	67	1147	13.6	3.7	74	1484	15.8	4.8	85				
SINGLE	35557	2342	26.1	6.6	123	2160	25.6	6.1	121	2701	28.7	7.6	135				
MARRIED	103585	5533	61.8	5.3	100	5145	61.0	5.0	99	5362	57.0	5.2	92				
DIVORCED/SEPARATED/WIDOWED	28585	1084	12.1	3.8	71	1124	13.3	3.9	78	1345	14.3	4.7	84				
PARENTS	59295	3078	34.4	5.2	97	2905	34.5	4.9	97	3211	34.1	5.4	97				
WHITE	146081	8155	91.0	5.6	105	7703	91.4	5.3	105	8305	88.3	5.7	101				
BLACK	17974	655	7.3	3.6	68	587	7.0	3.3	65	964	10.2	5.4	96				
OTHER	3672	**149	1.7	4.1	76	**139	1.6	3.8	75	**139	1.5	3.8	67				
NORTHEAST-CENSUS	37005	3133	35.0	8.5	159	1720	20.4	4.6	92	3396	36.1	9.2	164				
NORTH CENTRAL	42642	1678	18.7	3.9	74	2246	26.6	5.3	105	1812	19.3	4.2	76				
SOUTH	56777	1804	20.1	3.2	59	2346	27.8	4.1	82	2157	22.9	3.8	68				
WEST	31303	2344	26.2	7.5	140	2117	25.1	6.8	135	2043	21.7	6.5	116				
NORTHEAST-MKTG.	38125	3117	34.8	8.2	153	1901	22.6	5.0	99	3362	35.7	8.8	157				
EAST CENTRAL	24794	1002	11.2	4.0	76	1464	17.4	5.9	117	1139	12.1	4.6	82				
WEST CENTRAL	28511	1255	14.0	4.4	82	1386	16.4	4.9	97	1174	12.5	4.1	73				
SOUTH	48953	1538	17.2	3.1	59	1822	21.6	3.7	74	1869	19.9	3.8	68				
PACIFIC	27344	2046	22.8	7.5	140	1855	22.0	6.8	135	1865	19.8	6.8	122				
COUNTY SIZE A	69301	4778	53.3	6.9	129	3971	47.1	5.7	114	5115	54.4	7.4	132				
COUNTY SIZE B	50633	2554	28.5	5.0	94	2537	30.1	5.0	100	2639	28.1	5.2	93				
COUNTY SIZE C	26259	1248	13.9	4.8	89	1427	16.9	5.4	108	1016	10.8	3.9	69				
COUNTY SIZE D	21534	*378	4.2	1.8	33	*494	5.9	2.3	46	639	6.8	3.0	53				
METRO CENTRAL CITY	50014	2897	32.3	5.8	108	2642	31.3	5.3	105	3339	35.5	6.7	119				
METRO SUBURBAN	76832	4876	54.4	6.3	119	4146	49.2	5.4	107	4723	50.2	6.1	110				
NON METRO	40881	1186	13.2	2.9	54	1641	19.5	4.0	80	1346	14.3	3.3	59				
TOP 5 ADI'S	39550	3107	34.7	7.9	147	2237	26.5	5.7	113	3605	38.3	9.1	163				
TOP 10 ADI'S	54877	3894	43.5	7.1	133	2993	35.5	5.5	109	4400	46.8	8.0	143				
TOP 20 ADI'S	77516	5255	58.7	6.8	127	4427	52.5	5.7	114	5731	60.9	7.4	132				
HSHLD INC. \$50,000 OR MORE	17257	1867	20.8	10.8	203	1432	17.0	8.3	165	1459	15.5	8.5	151				
\$40,000 OR MORE	33235	3187	35.6	9.6	180	2717	32.2	8.2	163	2695	28.6	8.1	145				
\$30,000 OR MORE	59693	4803	53.6	8.0	151	4301	51.0	7.2	143	4477	47.6	7.5	134				
\$25,000 OR MORE	76275	5930	66.2	7.8	146	5153	61.1	6.8	134	5480	58.2	7.2	128				
\$20,000 - \$24,999	18607	1089	12.2	5.9	110	942	11.2	5.1	101	978	10.4	5.3	94				
\$15,000 - \$19,999	17175	635	7.1	3.7	69	860	10.2	5.0	100	1053	11.2	6.1	109				
\$10,000 - \$14,999	24569	662	7.4	2.7	50	758	9.0	3.1	61	897	9.5	3.7	65				
UNDER \$10,000	31101	643	7.2	2.1	39	716	8.5	2.3	46	1000	10.6	3.2	57				
HOUSEHOLD OF 1 PERSON	19441	1007	11.2	5.2	97	921	10.9	4.7	94	1330	14.1	6.8	122				
2 PEOPLE	51803	2649	29.6	5.1	96	2546	30.2	4.9	98	2888	30.7	5.6	99				
3 OR 4 PEOPLE	66933	3972	44.3	5.9	111	3657	43.4	5.5	109	3700	39.3	5.5	99				
5 OR MORE PEOPLE	29550	1330	14.8	4.5	84	1304	15.5	4.4	88	1490	15.8	5.0	90				
NO CHILD IN HSHLD	96587	5416	60.5	5.6	105	4879	57.9	5.1	101	5557	59.1	5.8	103				
CHILD(REN) UNDER 2 YRS	10844	*456	5.1	4.2	79	*342	4.1	3.2	63	521	5.5	4.8	86				
2 - 5 YEARS	26358	1031	11.5	3.9	73	1024	12.1	3.9	77	1228	13.1	4.7	83				
6 - 11 YEARS	30453	1352	15.1	4.4	83	1418	16.8	4.7	93	1768	18.8	5.8	104				
12 - 17 YEARS	36575	1996	22.3	5.5	102	2145	25.4	5.9	117	2136	22.7	5.8	104				
RESIDENCE OWNED	117770	6461	72.1	5.5	103	6044	71.7	5.1	102	6495	69.0	5.5	98				
VALUE: \$50,000 OR MORE	70166	5309	59.3	7.6	142	4436	52.6	6.3	126	4914	52.2	7.0	125				
VALUE: UNDER \$50,000	47604	1152	12.9	2.4	45	1608	19.1	3.4	67	1581	16.8	3.3	59				

		TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	8958	100.0	5.3	100	8429	100.0	5.0	100	9408	100.0	5.6	100				
MAGAZINES	QUINTILE 1	34022	3386	37.8	10.0	186	2492	29.6	7.3	146	2704	28.7	7.9	142				
	QUINTILE 2	34800	1933	21.6	5.6	104	2178	25.8	6.3	125	2208	23.5	6.3	113				
	QUINTILE 3	30514	1326	14.8	4.3	81	1580	18.7	5.2	103	1817	19.3	6.0	106				
	QUINTILE 4	33324	1413	15.8	4.2	79	1352	16.0	4.1	81	1670	17.8	5.0	89				
	QUINTILE 5	35066	900	10.0	2.6	48	827	9.8	2.4	47	1009	10.7	2.9	51				
NEWSPAPERS	QUINTILE 1	29107	2494	27.8	8.6	160	2220	26.3	7.6	152	2460	26.1	8.5	151				
	QUINTILE 2	49095	2948	32.9	6.0	112	2432	28.9	5.0	99	2965	31.5	6.0	108				
	QUINTILE 3	23107	1361	15.2	5.9	110	1043	12.4	4.5	90	1444	15.3	6.2	111				
	QUINTILE 4	33556	1287	14.4	3.8	72	1728	20.5	5.1	102	1408	15.0	4.2	75				
	QUINTILE 5	32863	868	9.7	2.6	49	1006	11.9	3.1	61	1131	12.0	3.4	61				
OUTDOOR	QUINTILE 1	33431	2308	25.8	6.9	129	1937	23.0	5.8	115	2211	23.5	6.6	118				
	QUINTILE 2	33478	1892	21.1	5.7	106	1912	22.7	5.7	114	2133	22.7	6.4	114				
	QUINTILE 3	33574	1815	20.3	5.4	101	1518	18.0	4.5	90	2039	21.7	6.1	108				
	QUINTILE 4	33935	1665	18.6	4.9	92	1584	18.8	4.7	93	1636	17.4	4.8	86				
	QUINTILE 5	33310	1278	14.3	3.8	72	1479	17.5	4.4	88	1388	14.8	4.2	74				
RADIO-DRIVE TIME	QUINTILE 1	33136	1834	20.5	5.5	104	1690	20.0	5.1	101	2006	21.3	6.1	108				
	QUINTILE 2	31658	1744	19.5	5.5	103	1653	19.6	5.2	104	1808	19.2	5.7	102				
	QUINTILE 3	32541	2022	22.6	6.2	116	1609	19.1	4.9	98	2045	21.7	6.3	112				
	QUINTILE 4	34247	1882	21.0	5.5	103	1823	21.6	5.3	106	2049	21.8	6.0	107				
	QUINTILE 5	36144	1476	16.5	4.1	76	1654	19.6	4.6	91	1500	15.9	4.2	74				
RADIO-MID- DAY	TERCILE 1	45037	2288	25.5	5.1	95	2385	28.3	5.3	105	2539	27.0	5.6	101				
	TERCILE 2	44819	2326	26.0	5.2	97	2219	26.3	5.0	99	2207	23.5	4.9	88				
	TERCILE 3	77872	4344	48.5	5.6	104	3825	45.4	4.9	98	4662	49.6	6.0	107				
RADIO-TOTAL	QUINTILE 1	33763	1776	19.8	5.3	98	1633	19.4	4.8	96	2028	21.6	6.0	107				
	QUINTILE 2	33240	1892	21.1	5.7	107	1807	21.4	5.4	108	1880	20.0	5.7	101				
	QUINTILE 3	33408	2078	23.2	6.2	116	1783	21.2	5.3	106	2084	22.2	6.2	111				
	QUINTILE 4	34792	1884	21.0	5.4	101	1862	22.1	5.4	106	2165	23.0	6.2	111				
	QUINTILE 5	32524	1328	14.8	4.1	76	1345	16.0	4.1	82	1251	13.3	3.8	69				
TV-PRIME TIME	QUINTILE 1	33090	1451	16.2	4.4	82	1600	19.0	4.8	96	1948	20.7	5.9	105				
	QUINTILE 2	33357	1586	17.7	4.8	89	1718	20.4	5.2	102	1956	20.8	5.9	105				
	QUINTILE 3	33980	2168	24.2	6.4	119	1965	23.3	5.8	115	2039	21.7	6.0	107				
	QUINTILE 4	33854	1941	21.7	5.7	107	1612	19.1	4.8	95	1954	20.8	5.8	103				
	QUINTILE 5	33444	1813	20.2	5.4	102	1535	18.2	4.6	91	1511	16.1	4.5	81				
TV-DAYTIME	TERCILE 1	49121	1731	19.3	3.5	66	1652	19.6	3.4	67	2227	23.7	4.5	81				
	TERCILE 2	48823	2485	27.7	5.1	95	2838	33.7	5.8	116	2830	30.1	5.8	103				
	TERCILE 3	69782	4743	52.9	6.8	127	3940	46.7	5.6	112	4350	46.2	6.2	111				
TV-TOTAL	QUINTILE 1	33584	1219	13.6	3.6	68	1203	14.3	3.6	71	1521	16.2	4.5	81				
	QUINTILE 2	33441	1636	18.3	4.9	92	1741	20.7	5.2	104	2057	21.9	6.2	110				
	QUINTILE 3	33505	2159	24.1	6.4	121	1799	21.3	5.4	107	2100	22.3	6.3	112				
	QUINTILE 4	33466	1939	21.6	5.8	108	1871	22.2	5.6	111	1997	21.2	6.0	106				
	QUINTILE 5	33731	2005	22.4	5.9	111	1815	21.5	5.4	107	1733	18.4	5.1	92				
MAGAZINES-NEWSPAPERS: DUAL		44503	3769	42.1	8.5	159	3198	37.9	7.2	143	3622	38.5	8.1	145				
MAGAZINE IMPERATIVE		39363	2153	24.0	5.5	102	2262	26.8	5.7	114	2170	23.1	5.5	98				
NEWSPAPER IMPERATIVE		46441	2273	25.4	4.9	92	1876	22.3	4.0	80	2513	26.7	5.4	96				
MAGAZINES-OUTDOOR: DUAL		33726	2746	30.7	8.1	152	2440	28.9	7.2	144	2402	25.5	7.1	127				
MAGAZINE IMPERATIVE		52846	3276	36.6	6.2	116	3055	36.2	5.8	115	3437	36.5	6.5	116				
OUTDOOR IMPERATIVE		52140	2086	23.3	4.0	75	2049	24.3	3.9	78	2661	28.3	5.1	91				
MAGAZINES-RADIO: DUAL		37081	2725	30.4	7.3	138	2695	32.0	7.3	145	2508	26.7	6.8	121				
MAGAZINE IMPERATIVE		49747	3460	38.6	7.0	130	3117	37.0	6.3	125	3469	36.9	7.0	124				
RADIO IMPERATIVE		49208	1842	20.6	3.7	70	1706	20.2	3.5	69	2369	25.2	4.8	86				
MAGAZINES-TELEVISION: DUAL		33103	1923	21.5	5.8	109	1836	21.8	5.5	110	2007	21.3	6.1	108				
MAGAZINE IMPERATIVE		54575	4291	47.9	7.9	147	3854	45.7	7.1	141	3959	42.1	7.3	129				
TELEVISION IMPERATIVE		53249	1820	20.3	3.4	64	1875	22.2	3.5	70	2539	27.0	4.8	85				
NEWSPAPERS-OUTDOOR: DUAL		36255	2663	29.7	7.3	138	2461	29.2	6.8	135	2717	28.9	7.5	134				
NEWSPAPER IMPERATIVE		55591	3517	39.3	6.3	118	2878	34.1	5.2	103	3433	36.5	6.2	110				
OUTDOOR IMPERATIVE		48319	2125	23.7	4.4	82	2164	25.7	4.5	89	2471	26.3	5.1	91				
NEWSPAPERS-RADIO: DUAL		37242	2561	28.6	6.9	129	2092	24.8	5.6	112	2570	27.3	6.9	123				
NEWSPAPER IMPERATIVE		54423	3676	41.0	6.8	126	3105	36.8	5.7	114	3777	40.1	6.9	124				
RADIO IMPERATIVE		46650	1882	21.0	4.0	76	2095	24.9	4.5	89	2161	23.0	4.6	83				
NEWSPAPERS-TELEVISION: DUAL		35974	1934	21.6	5.4	101	1899	22.5	5.3	105	2503	26.6	7.0	124				
NEWSPAPER IMPERATIVE		56095	4409	49.2	7.9	147	3426	40.6	6.1	122	3893	41.4	6.9	124				
TELEVISION IMPERATIVE		47170	1648	18.4	3.5	65	1846	21.9	3.9	78	1986	21.1	4.2	75				
OUTDOOR-RADIO: DUAL		33748	2127	23.7	6.3	118	1758	20.9	5.2	104	2293	24.4	6.8	121				
OUTDOOR IMPERATIVE		52785	3078	34.4	5.8	109	2924	34.7	5.5	110	3312	35.2	6.3	112				
RADIO IMPERATIVE		52882	2631	29.4	5.0	93	2645	31.4	5.0	100	2621	27.9	5.0	88				
OUTDOOR-TELEVISION: DUAL		32030	1692	18.9	5.3	99	1727	20.5	5.4	107	2258	24.0	7.0	126				
OUTDOOR IMPERATIVE		54626	3618	40.4	6.6	124	3092	36.7	5.7	113	3415	36.3	6.3	111				
TELEVISION IMPERATIVE		54874	2299	25.7	4.2	78	2219	26.3	4.0	80	2544	27.0	4.6	83				
RADIO-TELEVISION: DUAL		33386	1758	19.6	5.3	99	1459	17.3	4.4	87	1965	20.9	5.9	105				
RADIO IMPERATIVE		53810	3337	37.3	6.2	116	2990	35.5	5.6	111	3155	33.5	5.9	105				
TELEVISION IMPERATIVE		54023	2412	26.9	4.5	84	2540	30.1	4.7	94	2929	31.1	5.4	97				

	TOTAL U.S. '000	BEEFEATER				GILBEY'S				GORDON'S				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	8958	100.0	5.3	100	8429	100.0	5.0	100	9408	100.0	5.6	100				
ATLANTIC MONTHLY	867	**76	0.8	8.8	164	**48	0.6	5.5	110	**103	1.1	11.9	212				
BARRON'S	1580	*316	3.5	20.0	374	**165	2.0	10.4	208	*208	2.2	13.2	235				
BETTER HOMES & GARDENS	22203	1280	14.3	5.8	108	1293	15.3	5.8	116	1411	15.0	6.4	113				
BON APPETIT	3810	436	4.9	11.4	214	*250	3.0	6.6	131	298	3.2	7.8	139				
BUSINESS WEEK	4663	516	5.8	11.1	207	484	5.7	10.4	207	399	4.2	8.6	153				
CAR AND DRIVER	3102	366	4.1	11.8	221	*237	2.8	7.6	152	*169	1.8	5.4	97				
CBS MAGAZINE NETWORK (GROSS)	7311	784	8.8	10.7	201	579	6.9	7.9	158	531	5.6	7.3	129				
CHANGING TIMES	3400	300	3.3	8.8	165	407	4.8	12.0	238	326	3.5	9.6	171				
COLONIAL HOMES	1796	*120	1.3	6.7	125	*116	1.4	6.5	129	*118	1.3	6.6	117				
CONDE NAST MAG. PKG. (GROSS)	19924	1539	17.2	7.7	145	1175	13.9	5.9	117	1760	18.7	8.8	157				
CONSUMERS DIGEST	3125	262	2.9	8.4	157	*182	2.2	5.8	116	*308	3.3	9.9	176				
COSMOPOLITAN	10577	709	7.9	6.7	126	764	9.1	7.2	144	799	8.5	7.6	135				
COUNTRY LIVING	3746	*233	2.6	6.2	116	*296	3.5	7.9	157	*213	2.3	5.7	101				
CUISINE	2214	228	2.5	10.3	193	*194	2.3	8.8	174	*203	2.2	9.2	163				
CYCLE WORLD	2394	**133	1.5	5.6	104	**154	1.8	6.4	128	*122	1.3	5.1	91				
DCI:CREATIVE IDEAS FOR LIV	3068	**133	1.5	4.3	81	*177	2.1	5.8	115	*199	2.1	6.5	116				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	543	6.1	5.7	106	682	8.1	7.1	142	600	6.4	6.3	112				
DISCOVER	2277	*188	2.1	8.3	155	*139	1.6	6.1	121	*193	2.1	8.5	151				
EBONY	7187	346	3.9	4.8	90	241	2.9	3.4	67	463	4.9	6.4	115				
ESQUIRE	2560	*181	2.0	7.1	132	*133	1.6	5.2	103	*185	2.0	7.2	129				
ESSENCE	3242	*177	2.0	5.5	102	**90	1.1	2.8	55	*168	1.8	5.2	92				
FAMILY CIRCLE	19639	1054	11.8	5.4	100	941	11.2	4.8	95	1064	11.3	5.4	97				
THE FAMILY HANDYMAN	3540	203	2.3	5.7	107	*277	3.3	7.8	156	*240	2.6	6.8	121				
FAMILY WEEKLY	23924	1289	14.4	5.4	101	1153	13.7	4.8	96	1287	13.7	5.4	96				
FIELD & STREAM	9883	481	5.4	4.9	91	504	6.0	5.1	101	474	5.0	4.8	86				
FOOD & WINE	1030	**89	1.0	8.6	162	**66	0.8	6.4	128	**96	1.0	9.3	166				
FORBES	2679	455	5.1	17.0	318	365	4.3	13.6	271	306	3.3	11.4	204				
FORTUNE	2931	466	5.2	15.9	298	*337	4.0	11.5	229	371	3.9	12.7	226				
GENTLEMEN'S QUARTERLY	3481	389	4.3	11.2	209	*240	2.8	6.9	137	356	3.8	10.2	182				
GLAMOUR	7163	545	6.1	7.6	142	459	5.4	6.4	128	637	6.8	8.9	159				
GOLF DIGEST	2355	261	2.9	11.1	208	*209	2.5	8.9	177	*171	1.8	7.3	129				
GOLF DIGEST/TENNIS (GROSS)	3610	426	4.8	11.8	221	334	4.0	9.3	184	325	3.5	9.0	161				
GOLF MAGAZINE	2046	*249	2.8	12.2	228	*190	2.3	9.3	185	*124	1.3	6.1	108				
GOLF MAGAZINE/SKI (GROSS)	3547	452	5.0	12.7	239	307	3.6	8.7	172	246	2.6	6.9	124				
GOOD HOUSEKEEPING	20353	1121	12.5	5.5	103	1315	15.6	6.5	129	1258	13.4	6.2	110				
HARPER'S BAZAAR	3362	*372	4.2	11.1	207	*221	2.6	6.6	131	298	3.2	8.9	158				
HEALTH	2987	**150	1.7	5.0	94	**171	2.0	5.7	114	*234	2.5	7.8	140				
HEARST MAG CORP. BUY (GROSS)	67928	4538	50.7	6.7	125	4497	53.4	6.6	132	4497	47.8	6.6	118				
HEARST MAN POWER (GROSS)	11282	765	8.5	6.8	127	694	8.2	6.2	122	609	6.5	5.4	96				
HEARST WOMAN POWER (GROSS)	40514	2290	25.6	5.7	106	2510	29.8	6.2	123	2641	28.1	6.5	116				
HOUSE BEAUTIFUL	4885	442	4.9	9.0	169	448	5.3	9.2	182	468	5.0	9.6	171				
INC.	1308	*160	1.8	12.2	229	*180	2.1	13.8	274	*193	2.1	14.8	263				
JET	6498	339	3.8	5.2	98	235	2.8	3.6	72	436	4.6	6.7	120				
LADIES' HOME JOURNAL	14797	803	9.0	5.4	102	792	9.4	5.4	107	867	9.2	5.9	104				
LHJ FAMILY GRP COMBO(GROSS)	21743	1191	13.3	5.5	103	1232	14.6	5.7	113	1416	15.1	6.5	116				
LIFE	9881	868	9.7	8.8	164	696	8.3	7.0	140	617	6.6	6.2	111				
L.A. TIMES HOME MAGAZINE	2775	353	3.9	12.7	238	*263	3.1	9.5	189	295	3.1	10.6	190				
MADMOISELLE	4219	*332	3.7	7.9	147	338	4.0	8.0	159	364	3.9	8.6	154				
MC CALL'S	16422	821	9.2	5.0	94	802	9.5	4.9	97	842	8.9	5.1	91				
MC CALL'S/MRK MOTHER (GROSS)	17919	895	10.0	5.0	94	860	10.2	4.8	96	944	10.0	5.3	94				
MECHANIX ILLUSTRATED	4433	278	3.1	6.3	117	*211	2.5	4.8	95	238	2.5	5.4	96				
METROPOLITAN HOME	1504	*118	1.3	7.8	147	**117	1.4	7.8	155	*120	1.3	8.0	142				
MONEY	4723	702	7.8	14.9	278	551	6.5	11.7	232	521	5.5	11.0	197				
MOTHER EARTH NEWS	2325	*229	2.6	9.8	184	*155	1.8	6.7	133	*198	2.1	8.5	152				
MS.	1189	**89	1.0	7.5	140	*67	0.8	5.6	112	**84	0.9	7.1	126				
NATIONAL ENQUIRER	18892	692	7.7	3.7	69	760	9.0	4.0	80	851	9.0	4.5	80				
NATIONAL GEOGRAPHIC	22129	2010	22.4	9.1	170	1695	20.1	7.7	152	1727	18.4	7.8	139				
NATIONAL SUNDAY MAGAZINE PKG	103750	6736	75.2	6.5	122	5927	70.3	5.7	114	6784	72.1	6.5	117				
NATURAL HISTORY	1379	*161	1.8	11.7	219	**75	0.9	5.4	108	**74	0.8	5.4	96				
NEW WOMAN	2289	*194	2.2	8.5	159	**66	0.8	2.9	57	**102	1.1	4.5	79				
NEW YORK INCLUDING CUE	1088	*111	1.2	10.2	191	**63	0.7	5.8	115	*124	1.3	11.4	203				
THE NEW YORKER	2459	401	4.5	16.3	305	302	3.6	12.3	244	350	3.7	14.2	254				
NEWSWEEK	16527	1327	14.8	8.0	150	1289	15.3	7.8	155	1431	15.2	8.7	154				
THE N.Y. TIMES DAILY EDITION	2739	442	4.9	16.1	302	*211	2.5	7.7	153	419	4.5	15.3	273				
THE N.Y. TIMES MAGAZINE	4443	685	7.6	15.4	289	386	4.6	8.7	173	605	6.4	13.6	243				
OMNI	2799	*167	1.9	6.0	112	*253	3.0	9.0	180	343	3.6	12.3	218				
ON CABLE	2209	**103	1.1	4.7	87	**111	1.3	5.0	100	**107	1.1	4.8	86				
1001 HOME IDEAS	3959	238	2.7	6.0	113	*269	3.2	6.8	135	315	3.3	8.0	142				
ORGANIC GARDENING	3111	*222	2.5	7.1	134	*208	2.5	6.7	133	*145	1.5	4.7	83				
OUTDOOR LIFE	5024	242	2.7	4.8	90	*255	3.0	5.1	101	*244	2.6	4.9	87				
PARADE MAGAZINE	51292	3573	39.9	7.0	130	2820	33.5	5.5	109	3507	37.3	6.8	122				

	TOTAL U.S. '000	BEEFEATER				GILBEY'S				GORDON'S				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	8958	100.0	5.3	100	8429	100.0	5.0	100	9408	100.0	5.6	100				
PARENTS	5298	235	2.6	4.4	83	*238	2.8	4.5	89	*236	2.5	4.5	79				
PENTHOUSE	5129	415	4.6	8.1	151	412	4.9	8.0	160	376	4.0	7.3	131				
PEOPLE	21070	1544	17.2	7.3	137	1526	18.1	7.2	144	1619	17.2	7.7	137				
PLAYBOY	10562	1007	11.2	9.5	179	949	11.3	9.0	179	868	9.2	8.2	147				
POPULAR HOT RODDING	2498	*209	2.3	8.4	157	**244	2.9	9.8	194	**155	1.6	6.2	111				
POPULAR MECHANICS	5887	323	3.6	5.5	103	378	4.5	6.4	128	319	3.4	5.4	97				
POPULAR SCIENCE	4317	396	4.4	9.2	172	331	3.9	7.7	153	429	4.6	9.9	177				
PREVENTION	5792	338	3.8	5.8	109	366	4.3	6.3	126	259	2.8	4.5	80				
PSYCHOLOGY TODAY	3284	*136	1.5	4.1	78	*190	2.3	5.8	115	*211	2.2	6.4	115				
READER'S DIGEST	40046	2230	24.9	5.6	104	2290	27.2	5.7	114	2281	24.2	5.7	102				
REDBOOK	9584	460	5.1	4.8	90	430	5.1	4.5	89	583	6.2	6.1	108				
ROAD & TRACK	2590	358	4.0	13.8	259	*223	2.6	8.6	171	*200	2.1	7.7	138				
ROLLING STONE	3302	348	3.9	10.5	197	399	4.7	12.1	240	364	3.9	11.0	197				
RUNNER'S WORLD	1229	*173	1.9	14.1	264	*118	1.4	9.6	191	*152	1.6	12.4	220				
SATURDAY EVENING POST	2110	*171	1.9	8.1	152	*128	1.5	6.1	121	**129	1.4	6.1	109				
SCIENCE 84	1543	*130	1.5	8.4	158	**94	1.1	6.1	121	**146	1.6	9.5	169				
SCIENCE DIGEST	1747	*125	1.4	7.2	134	**143	1.7	8.2	163	**171	1.8	9.8	175				
SCIENTIFIC AMERICAN	1994	334	3.7	16.8	314	*205	2.4	10.3	205	*191	2.0	9.6	171				
SELF	3119	*209	2.3	6.7	125	*166	2.0	5.3	106	*272	2.9	8.7	155				
SEVENTEEN	3923	*134	1.5	3.4	64	*139	1.6	3.5	71	*338	3.6	8.6	154				
SKI	1501	*204	2.3	13.6	254	**117	1.4	7.8	155	*122	1.3	8.1	145				
SMITHSONIAN	5976	742	8.3	12.4	232	597	7.1	10.0	199	607	6.5	10.2	181				
SOAP OPERA DIGEST	4228	*119	1.3	2.8	53	**106	1.3	2.5	50	*190	2.0	4.5	80				
SOUTHERN LIVING	6488	410	4.6	6.3	118	505	6.0	7.8	155	401	4.3	6.2	110				
SPORT	3500	294	3.3	8.4	157	*239	2.8	6.8	136	*201	2.1	5.7	102				
THE SPORTING NEWS	2456	*174	1.9	7.1	133	**180	2.1	7.3	146	**115	1.2	4.7	83				
SPORTS AFIELD	3648	*317	3.5	8.7	163	*173	2.1	4.7	94	*119	1.3	3.3	58				
SPORTS ILLUSTRATED	14484	1258	14.0	8.7	163	953	11.3	6.6	131	979	10.4	6.8	121				
STAR	12661	426	4.8	3.4	63	425	5.0	3.4	67	702	7.5	5.5	99				
SUNDAY	52799	3716	41.5	7.0	132	3467	41.1	6.6	131	3636	38.6	6.9	123				
SUNSET	3513	519	5.8	14.8	277	*365	4.3	10.4	207	456	4.8	13.0	231				
TV GUIDE	42766	2231	24.9	5.2	98	2035	24.1	4.8	95	2284	24.3	5.3	95				
TENNIS	1254	*165	1.8	13.2	246	**126	1.5	10.0	200	*154	1.6	12.3	219				
TIME	22054	2138	23.9	9.7	182	1571	18.6	7.1	142	2064	21.9	9.4	167				
TOWN & COUNTRY	1555	*233	2.6	15.0	281	**153	1.8	9.8	196	**123	1.3	7.9	141				
TRAVEL & LEISURE	2173	270	3.0	12.4	233	*257	3.0	11.8	235	*252	2.7	11.6	207				
TRUE STORY	4636	**53	0.6	1.1	21	*87	1.0	1.9	37	**84	0.9	1.8	32				
U.S. NEWS & WORLD REPORT	10353	802	9.0	7.7	145	603	7.2	5.8	116	743	7.9	7.2	128				
USA TODAY	4994	480	5.4	9.6	180	397	4.7	7.9	158	331	3.5	6.6	118				
US	3528	*296	3.3	8.4	157	*262	3.1	7.4	148	341	3.6	9.7	172				
VOGUE	5424	452	5.0	8.3	156	212	2.5	3.9	78	487	5.2	9.0	160				
WALL STREET JOURNAL	6292	904	10.1	14.4	269	490	5.8	7.8	155	629	6.7	10.0	178				
WEIGHT WATCHERS	2762	*175	2.0	6.3	119	*177	2.1	6.4	128	*191	2.0	6.9	123				
WOMAN'S DAY	16320	821	9.2	5.0	94	890	10.6	5.5	109	970	10.3	5.9	106				
WORKING MOTHER	1496	**75	0.8	5.0	94	**58	0.7	3.9	77	**102	1.1	6.8	122				
WORKING WOMAN	1851	*205	2.3	11.1	207	**90	1.1	4.9	97	*162	1.7	8.8	156				
WORLD TENNIS	580	**110	1.2	19.0	355	**62	0.7	10.7	213	**36	0.4	6.2	111				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1219	13.6	9.8	184	1000	11.9	8.1	160	966	10.3	7.8	139				
BLAIR INSERTS	91671	6419	71.7	7.0	131	5486	65.1	6.0	119	6472	68.8	7.1	126				
DAILY NEWSPAPERS																	
READ ANY	109190	6795	75.9	6.2	117	6034	71.6	5.5	110	6871	73.0	6.3	112				
READ ONE	89587	5170	57.7	5.8	108	4590	54.5	5.1	102	5369	57.1	6.0	107				
READ TWO OR MORE	19602	1625	18.1	8.3	155	1444	17.1	7.4	147	1502	16.0	7.7	137				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	7059	78.8	6.4	121	6274	74.4	5.7	114	7321	77.8	6.7	119				
READ ONE	95074	5552	62.0	5.8	109	4946	58.7	5.2	104	6034	64.1	6.3	113				
READ TWO OR MORE	14588	1507	16.8	10.3	193	1327	15.7	9.1	181	1286	13.7	8.8	157				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	33.91				32.49				31.84							
30 DAY REACH	149706	8341	93.1	5.6	104	7569	89.8	5.1	101	8693	92.4	5.8	104				
50 SHWG - 30 DAY AV FREQ	15.16	17.65				17.00				16.57							
30 DAY REACH	142406	8031	89.7	5.6	106	7257	86.1	5.1	101	8370	89.0	5.9	105				
25 SHWG - 30 DAY AV FREQ	8.23	9.61				9.17				8.98							
30 DAY REACH	131152	7391	82.5	5.6	106	6725	79.8	5.1	102	7707	81.9	5.9	105				
CABLE TV: HOME WIRED	66879	4222	47.1	6.3	118	3649	43.3	5.5	109	3733	39.7	5.6	100				
HOME NOT WIRED	100848	4736	52.9	4.7	88	4780	56.7	4.7	94	5675	60.3	5.6	100				
HAVE PAY CABLE	35024	2598	29.0	7.4	139	2370	28.1	6.8	135	2165	23.0	6.2	110				

	TOTAL U.S. '000	SEAGRAMS				TANQUERAY				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL ADULTS	167727	5894	100.0	3.5	100	6821	100.0	4.1	100								
MALES	79263	3241	55.0	4.1	116	3951	57.9	5.0	123								
FEMALES	88464	2652	45.0	3.0	85	2870	42.1	3.2	80								
18 - 24	28671	1720	29.2	6.0	171	1451	21.3	5.1	124								
25 - 34	39536	1699	28.8	4.3	122	2158	31.6	5.5	134								
35 - 44	28978	783	13.3	2.7	77	1408	20.6	4.9	119								
45 - 54	22345	521	8.8	2.3	66	823	12.1	3.7	91								
55 - 64	22224	688	11.7	3.1	88	702	10.3	3.2	78								
65 OR OLDER	25973	483	8.2	1.9	53	278	4.1	1.1	26								
18 - 34	68207	3419	58.0	5.0	143	3609	52.9	5.3	130								
18 - 49	108058	4507	76.5	4.2	119	5497	80.6	5.1	125								
25 - 54	90859	3002	50.9	3.3	94	4390	64.4	4.8	119								
35 - 49	39851	1088	18.5	2.7	78	1888	27.7	4.7	116								
50 OR OLDER	59669	1387	23.5	2.3	66	1324	19.4	2.2	55								
GRADUATED COLLEGE	28091	990	16.8	3.5	100	2315	33.9	8.2	203								
ATTENDED COLLEGE	28938	1249	21.2	4.3	123	1603	23.5	5.5	136								
GRADUATED HIGH SCHOOL	65503	2454	41.6	3.7	107	2031	29.8	3.1	76								
DID NOT GRADUATE HIGH SCHOOL	45195	1201	20.4	2.7	76	872	12.8	1.9	47								
EMPLOYED MALES	56429	2344	39.8	4.2	118	3245	47.6	5.8	141								
EMPLOYED FEMALES	43971	1240	21.0	2.8	80	1964	28.8	4.5	110								
EMPLOYED FULL-TIME	87773	3194	54.2	3.6	104	4615	67.7	5.3	129								
EMPLOYED PART-TIME	12627	*390	6.6	3.1	88	*594	8.7	4.7	116								
NOT EMPLOYED	67327	2310	39.2	3.4	98	1613	23.6	2.4	59								
PROFESSIONAL/MANAGER	25845	786	13.3	3.0	87	1999	29.3	7.7	190								
TECH/CLERICAL/SALES	30895	1172	19.9	3.8	108	1609	23.6	5.2	128								
PRECISION/CRAFT	12629	*549	9.3	4.3	124	*472	6.9	3.7	92								
OTHER EMPLOYED	31031	1077	18.3	3.5	99	1128	16.5	3.6	89								
SINGLE	35557	2126	36.1	6.0	170	2412	35.4	6.8	167								
MARRIED	103585	2792	47.4	2.7	77	3515	51.5	3.4	83								
DIVORCED/SEPARATED/WIDOWED	28585	976	16.6	3.4	97	894	13.1	3.1	77								
PARENTS	59295	2065	35.0	3.5	99	2177	31.9	3.7	90								
WHITE	146081	4450	75.5	3.0	87	5922	86.8	4.1	100								
BLACK	17974	1372	23.3	7.6	217	734	10.8	4.1	100								
OTHER	3672	**73	1.2	2.0	57	**165	2.4	4.5	110								
NORTHEAST-CENSUS	37005	1201	20.4	3.2	92	1988	29.1	5.4	132								
NORTH CENTRAL	42642	1138	19.3	2.7	76	1187	17.4	2.8	68								
SOUTH	56777	2289	38.8	4.0	115	1509	22.1	2.7	65								
WEST	31303	1266	21.5	4.0	115	2137	31.3	6.8	168								
NORTHEAST-MKTG.	38125	1151	19.5	3.0	86	1893	27.8	5.0	122								
EAST CENTRAL	24794	834	14.1	3.4	96	789	11.6	3.2	78								
WEST CENTRAL	28511	575	9.8	2.0	57	924	13.5	3.2	80								
SOUTH	48953	2143	36.4	4.4	125	1296	19.0	2.6	65								
PACIFIC	27344	1190	20.2	4.4	124	1919	28.1	7.0	173								
COUNTY SIZE A	69301	2366	40.1	3.4	97	3890	57.0	5.6	138								
COUNTY SIZE B	50633	1995	33.8	3.9	112	1772	26.0	3.5	86								
COUNTY SIZE C	26259	799	13.6	3.0	87	869	12.7	3.3	81								
COUNTY SIZE D	21534	734	12.5	3.4	97	**290	4.3	1.3	33								
METRO CENTRAL CITY	50014	1911	32.4	3.8	109	2625	38.5	5.2	129								
METRO SUBURBAN	76832	2663	45.2	3.5	99	3341	49.0	4.3	107								
NON METRO	40881	1320	22.4	3.2	92	855	12.5	2.1	51								
TOP 5 ADI'S	39550	1377	23.4	3.5	99	2731	40.0	6.9	170								
TOP 10 ADI'S	54877	1840	31.2	3.4	95	3137	46.0	5.7	141								
TOP 20 ADI'S	77516	2670	45.3	3.4	98	4438	65.1	5.7	141								
HSGLD INC. \$50,000 OR MORE	17257	627	10.6	3.6	103	1456	21.3	8.4	207								
\$40,000 OR MORE	33235	1361	23.1	4.1	117	2444	35.8	7.4	181								
\$30,000 OR MORE	59693	2175	36.9	3.6	104	3659	53.6	6.1	151								
\$25,000 OR MORE	76275	2787	47.3	3.7	104	4471	65.5	5.9	144								
\$20,000 - \$24,999	18607	*715	12.1	3.8	109	608	8.9	3.3	80								
\$15,000 - \$19,999	17175	*549	9.3	3.2	91	527	7.7	3.1	75								
\$10,000 - \$14,999	24569	766	13.0	3.1	89	608	8.9	2.5	61								
UNDER \$10,000	31101	1076	18.3	3.5	98	607	8.9	2.0	48								
HOUSEHOLD OF 1 PERSON	19441	479	8.1	2.5	70	848	12.4	4.4	107								
2 PEOPLE	51803	1407	23.9	2.7	77	2036	29.8	3.9	97								
3 OR 4 PEOPLE	66933	2691	45.7	4.0	114	2938	43.1	4.4	108								
5 OR MORE PEOPLE	29550	1317	22.3	4.5	127	999	14.6	3.4	83								
NO CHILD IN HSHLD	96587	3208	54.4	3.3	95	4207	61.7	4.4	107								
CHILD(REN) UNDER 2 YRS	10844	*491	8.3	4.5	129	*348	5.1	3.2	79								
2 - 5 YEARS	26358	1049	17.8	4.0	113	781	11.4	3.0	73								
6 - 11 YEARS	30453	1289	21.9	4.2	120	954	14.0	3.1	77								
12 - 17 YEARS	36575	1333	22.6	3.6	104	1437	21.1	3.9	97								
RESIDENCE OWNED	117770	3705	62.9	3.1	90	4498	65.9	3.8	94								
VALUE: \$50,000 OR MORE	70166	2222	37.7	3.2	90	3485	51.1	5.0	122								
VALUE: UNDER \$50,000	47604	1483	25.2	3.1	89	1013	14.9	2.1	52								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL	SEAGRAMS				TANQUERAY				A				B				C				D			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
		DOWN	DOWN	ACROSS	ACROSS		DOWN	DOWN	ACROSS	ACROSS	DOWN	DOWN	ACROSS	ACROSS	DOWN	DOWN	ACROSS	ACROSS	DOWN	DOWN	ACROSS	ACROSS	DOWN	DOWN	ACROSS	ACROSS
TOTAL ADULTS		167727	5894	100.0	3.5	100	6821	100.0	4.1	100																
MAGAZINES	QUINTILE 1	34022	1901	32.3	5.6	159	2541	37.3	7.5	184																
	QUINTILE 2	34800	1230	20.9	3.5	101	1642	24.1	4.7	116																
	QUINTILE 3	30514	986	16.7	3.2	92	1035	15.2	3.4	83																
	QUINTILE 4	33324	1125	19.1	3.4	96	924	13.5	2.8	68																
	QUINTILE 5	35066	651	11.0	1.9	53	679	10.0	1.9	48																
NEWSPAPERS	QUINTILE 1	29107	1347	22.9	4.6	132	1936	28.4	6.7	164																
	QUINTILE 2	49095	1616	27.4	3.3	94	2145	31.4	4.4	107																
	QUINTILE 3	23107	913	15.5	4.0	112	928	13.6	4.0	99																
	QUINTILE 4	33556	1012	17.2	3.0	86	1085	15.9	3.2	80																
	QUINTILE 5	32863	1006	17.1	3.1	87	727	10.7	2.2	54																
OUTDOOR	QUINTILE 1	33431	1451	24.6	4.3	124	1650	24.2	4.9	121																
	QUINTILE 2	33478	1246	21.1	3.7	106	1359	19.9	4.1	100																
	QUINTILE 3	33574	1066	18.1	3.2	90	1508	22.1	4.5	110																
	QUINTILE 4	33935	1130	19.2	3.3	95	1276	18.7	3.8	92																
	QUINTILE 5	33310	1000	17.0	3.0	85	1028	15.1	3.1	76																
RADIO-DRIVE TIME	QUINTILE 1	33136	1463	24.8	4.4	126	1302	19.1	3.9	97																
	QUINTILE 2	31658	1014	17.2	3.2	91	1340	19.6	4.2	104																
	QUINTILE 3	32541	1056	17.9	3.2	92	1621	23.8	5.0	122																
	QUINTILE 4	34247	1258	21.3	3.7	105	1640	24.0	4.8	118																
	QUINTILE 5	36144	1103	18.7	3.1	87	919	13.5	2.5	63																
RADIO-MID- DAY	TERCILE 1	45037	1709	29.0	3.8	108	1840	27.0	4.1	100																
	TERCILE 2	44819	1744	29.6	3.9	111	1630	23.9	3.6	89																
	TERCILE 3	77872	2441	41.4	3.1	89	3351	49.1	4.3	106																
RADIO-TOTAL	QUINTILE 1	33763	1491	25.3	4.4	126	1354	19.9	4.0	99																
	QUINTILE 2	33240	1162	19.7	3.5	99	1426	20.9	4.3	105																
	QUINTILE 3	33408	1161	19.7	3.5	99	1549	22.7	4.6	114																
	QUINTILE 4	34792	1218	20.7	3.5	100	1671	24.5	4.8	118																
	QUINTILE 5	32524	861	14.6	2.6	75	820	12.0	2.5	62																
TV-PRIME TIME	QUINTILE 1	33090	1150	19.5	3.5	99	1195	17.5	3.6	89																
	QUINTILE 2	33357	1296	22.0	3.9	111	1268	18.6	3.8	93																
	QUINTILE 3	33980	1250	21.2	3.7	105	1682	24.7	4.9	122																
	QUINTILE 4	33854	1157	19.6	3.4	97	1472	21.6	4.3	107																
	QUINTILE 5	33444	1040	17.6	3.1	88	1204	17.7	3.6	89																
TV-DAYTIME	TERCILE 1	49121	1795	30.5	3.7	104	1321	19.4	2.7	66																
	TERCILE 2	48823	1877	31.8	3.8	109	2006	29.4	4.1	101																
	TERCILE 3	69782	2221	37.7	3.2	91	3493	51.2	5.0	123																
TV-TOTAL	QUINTILE 1	33584	1354	23.0	4.0	115	1075	15.8	3.2	79																
	QUINTILE 2	33441	1098	18.6	3.3	93	1232	18.1	3.7	91																
	QUINTILE 3	33505	1179	20.0	3.5	100	1562	22.9	4.7	115																
	QUINTILE 4	33466	1189	20.2	3.6	101	1518	22.3	4.5	112																
	QUINTILE 5	33731	1074	18.2	3.2	91	1434	21.0	4.3	105																
MAGAZINES-NEWSPAPERS: DUAL		44503	1973	33.5	4.4	126	2939	43.1	6.6	162																
MAGAZINE IMPERATIVE		39363	1670	28.3	4.2	121	1700	24.9	4.3	106																
NEWSPAPER IMPERATIVE		46441	1350	22.9	2.9	83	1504	22.0	3.2	80																

	TOTAL U.S. '000	SEAGRAMS				TANQUERAY				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX								
TOTAL ADULTS	167727	5894	100.0	3.5	100	6821	100.0	4.1	100								
ATLANTIC MONTHLY	867	**82	1.4	9.5	269	**74	1.1	8.5	210								
BARRON'S	1580	**209	3.5	13.2	376	*187	2.7	11.8	291								
BETTER HOMES & GARDENS	22203	901	15.3	4.1	115	859	12.6	3.9	95								
BON APPETIT	3810	*145	2.5	3.8	108	327	4.8	8.6	211								
BUSINESS WEEK	4663	*240	4.1	5.1	146	421	6.2	9.0	222								
CAR AND DRIVER	3102	**159	2.7	5.1	146	*234	3.4	7.5	185								
CBS MAGAZINE NETWORK (GROSS)	7311	638	10.8	8.7	248	602	8.8	8.2	202								
CHANGING TIMES	3400	*230	3.9	6.8	193	*182	2.7	5.4	132								
COLONIAL HOMES	1796	**92	1.6	5.1	146	**82	1.2	4.6	112								
CONDE NAST MAG. PKG. (GROSS)	19924	1151	19.5	5.8	164	1164	17.1	5.8	144								
CONSUMERS DIGEST	3125	*205	3.5	6.6	187	*183	2.7	5.9	144								
COSMOPOLITAN	10577	612	10.4	5.8	165	697	10.2	6.6	162								
COUNTRY LIVING	3746	**240	4.1	6.4	182	**73	1.1	1.9	48								
CUISINE	2214	*163	2.8	7.4	210	*125	1.8	5.6	139								
CYCLE WORLD	2394	**107	1.8	4.5	127	**96	1.4	4.0	99								
DCI:CREATIVE IDEAS FOR LIV	3068	**200	3.4	6.5	186	**60	0.9	2.0	48								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	621	10.5	6.5	185	254	3.7	2.7	65								
DISCOVER	2277	*183	3.1	8.0	229	**83	1.2	3.6	90								
EBONY	7187	588	10.0	8.2	233	404	5.9	5.6	138								
ESQUIRE	2560	**115	2.0	4.5	128	190	2.8	7.4	183								
ESSENCE	3242	282	4.8	8.7	248	279	4.1	8.6	212								
FAMILY CIRCLE	19639	744	12.6	3.8	108	746	10.9	3.8	93								
THE FAMILY HANDYMAN	3540	*148	2.5	4.2	119	*153	2.2	4.3	106								
FAMILY WEEKLY	23924	938	15.9	3.9	112	999	14.6	4.2	103								
FIELD & STREAM	9883	505	8.6	5.1	145	426	6.2	4.3	106								
FOOD & WINE	1030	**88	1.5	8.5	243	*85	1.2	8.3	203								
FORBES	2679	*241	4.1	9.0	256	289	4.2	10.8	265								
FORTUNE	2931	*258	4.4	8.8	250	291	4.3	9.9	244								
GENTLEMEN'S QUARTERLY	3481	*342	5.8	9.8	280	337	4.9	9.7	238								
GLAMOUR	7163	*355	6.0	5.0	141	498	7.3	7.0	171								
GOLF DIGEST	2355	*172	2.9	7.3	208	*194	2.8	8.2	203								
GOLF DIGEST/TENNIS (GROSS)	3610	*276	4.7	7.6	218	295	4.3	8.2	201								
GOLF MAGAZINE	2046	**142	2.4	6.9	198	*247	3.6	12.1	297								
GOLF MAGAZINE/SKI (GROSS)	3547	*284	4.8	8.0	228	394	5.8	11.1	273								
GOOD HOUSEKEEPING	20353	805	13.7	4.0	113	661	9.7	3.2	80								
HARPER'S BAZAAR	3362	**208	3.5	6.2	176	*253	3.7	7.5	185								
HEALTH	2987	**196	3.3	6.6	187	**181	2.7	6.1	149								
HEARST MAG CORP. BUY (GROSS)	67928	3631	61.6	5.3	152	3237	47.5	4.8	117								
HEARST MAN POWER (GROSS)	11282	593	10.1	5.3	150	640	9.4	5.7	139								
HEARST WOMAN POWER (GROSS)	40514	1915	32.5	4.7	135	1750	25.7	4.3	106								
HOUSE BEAUTIFUL	4885	*354	6.0	7.2	206	*248	3.6	5.1	125								
INC.	1308	**182	3.1	13.9	396	*145	2.1	11.1	273								
JET	6498	638	10.8	9.8	279	417	6.1	6.4	158								
LADIES' HOME JOURNAL	14797	617	10.5	4.2	119	647	9.5	4.4	108								
LHJ FAMILY GRP COMBO(GROSS)	21743	982	16.7	4.5	129	1019	14.9	4.7	115								
LIFE	9881	573	9.7	5.8	165	712	10.4	7.2	177								
L.A. TIMES HOME MAGAZINE	2775	**152	2.6	5.5	156	341	5.0	12.3	302								
MADemoiselle	4219	*219	3.7	5.2	148	*274	4.0	6.5	160								
MC CALL'S	16422	748	12.7	4.6	130	626	9.2	3.8	94								
MC CALL'S/MRK MOTHER (GROSS)	17919	874	14.8	4.9	139	685	10.0	3.8	94								
MECHANIX ILLUSTRATED	4433	*223	3.8	5.0	143	*194	2.8	4.4	108								
METROPOLITAN HOME	1504	**72	1.2	4.8	136	**84	1.2	5.6	137								
MONEY	4723	328	5.6	6.9	198	398	5.8	8.4	207								
MOTHER EARTH NEWS	2325	**167	2.8	7.2	204	*105	1.5	4.5	111								
MS.	1189	**142	2.4	11.9	340	**95	1.4	8.0	196								
NATIONAL ENQUIRER	18892	870	14.8	4.6	131	466	6.8	2.5	61								
NATIONAL GEOGRAPHIC	22129	910	15.4	4.1	117	1356	19.9	6.1	151								
NATIONAL SUNDAY MAGAZINE PKG	103750	3844	65.2	3.7	105	5003	73.3	4.8	119								
NATURAL HISTORY	1379	**115	2.0	8.3	237	*172	2.5	12.5	307								
NEW WOMAN	2289	**90	1.5	3.9	112	*119	1.7	5.2	128								
NEW YORK INCLUDING CUE	1088	**69	1.2	6.3	180	*108	1.6	9.9	244								
THE NEW YORKER	2459	*154	2.6	6.3	178	288	4.2	11.7	288								
NEWSWEEK	16527	692	11.7	4.2	119	1082	15.9	6.5	161								
THE N.Y. TIMES DAILY EDITION	2739	*113	1.9	4.1	117	302	4.4	11.0	271								
THE N.Y. TIMES MAGAZINE	4443	*149	2.5	3.4	95	497	7.3	11.2	275								
OMNI	2799	*176	3.0	6.3	179	*283	4.1	10.1	249								
ON CABLE	2209	**93	1.6	4.2	120	**91	1.3	4.1	101								
1001 HOME IDEAS	3959	*168	2.9	4.2	121	*191	2.8	4.8	119								
ORGANIC GARDENING	3111	**167	2.8	5.4	153	*79	1.2	2.5	62								
OUTDOOR LIFE	5024	*268	4.5	5.3	152	*194	2.8	3.9	95								
PARADE MAGAZINE	51292	1894	32.1	3.7	105	2365	34.7	4.6	113								

	TOTAL U.S. '000	SEAGRAMS				TANQUERAY				A				B				C				D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	5894	100.0	3.5	100	6821	100.0	4.1	100																
PARENTS	5298	*270	4.6	5.1	145	*224	3.3	4.2	104																
PENTHOUSE	5129	290	4.9	5.7	161	483	7.1	9.4	232																
PEOPLE	21070	1041	17.7	4.9	141	1165	17.1	5.5	136																
PLAYBOY	10562	664	11.3	6.3	179	653	9.6	6.2	152																
POPULAR HOT RODDING	2498	**200	3.4	8.0	228	**107	1.6	4.3	105																
POPULAR MECHANICS	5837	*257	4.4	4.4	124	304	4.5	5.2	127																
POPULAR SCIENCE	4317	*201	3.4	4.7	132	283	4.1	6.6	161																
PREVENTION	5792	*203	3.4	3.5	100	*178	2.6	3.1	76																
PSYCHOLOGY TODAY	3284	**133	2.3	4.0	115	*246	3.6	7.5	184																
READER'S DIGEST	40046	1364	23.1	3.4	97	1448	21.2	3.6	89																
REDBOOK	9584	498	8.4	5.2	148	392	5.7	4.1	101																
ROAD & TRACK	2590	*229	3.9	8.8	252	271	4.0	10.5	257																
ROLLING STONE	3302	*311	5.3	9.4	268	302	4.4	9.1	225																
RUNNER'S WORLD	1229	**136	2.3	11.1	315	**142	2.1	11.6	284																
SATURDAY EVENING POST	2110	**151	2.6	7.2	204	**39	0.6	1.8	45																
SCIENCE 84	1543	**84	1.4	5.4	155	*163	2.4	10.6	260																
SCIENCE DIGEST	1747	**126	2.1	7.2	205	**85	1.2	4.9	120																
SCIENTIFIC AMERICAN	1994	*190	3.2	9.5	271	*204	3.0	10.2	252																
SELF	3119	*236	4.0	7.6	215	*140	2.1	4.5	110																
SEVENTEEN	3923	*275	4.7	7.0	199	**196	2.9	5.0	123																
SKI	1501	**142	2.4	9.5	269	*147	2.2	9.8	241																
SMITHSONIAN	5976	*227	3.9	3.8	108	532	7.8	8.9	219																
SOAP OPERA DIGEST	4228	*277	4.7	6.6	186	*130	1.9	3.1	76																
SOUTHERN LIVING	6488	*421	7.1	6.5	185	*194	2.8	3.0	74																
SPORT	3500	*196	3.3	5.6	159	*269	3.9	7.7	189																
THE SPORTING NEWS	2456	**97	1.6	3.9	112	*152	2.2	6.2	152																
SPORTS AFIELD	3648	*209	3.5	5.7	163	*252	3.7	6.9	170																
SPORTS ILLUSTRATED	14484	791	13.4	5.5	155	1120	16.4	7.7	190																
STAR	12661	546	9.3	4.3	123	396	5.8	3.1	77																
SUNDAY	52799	1950	33.1	3.7	105	2606	38.2	4.9	121																
SUNSET	3513	**149	2.5	4.2	121	390	5.7	11.1	273																
TV GUIDE	42766	1761	29.9	4.1	117	1953	28.6	4.6	112																
TENNIS	1254	**104	1.8	8.3	236	**102	1.5	8.1	200																
TIME	22054	1034	17.5	4.7	133	1682	24.7	7.6	188																
TOWN & COUNTRY	1555	**152	2.6	9.8	278	*153	2.2	9.8	242																
TRAVEL & LEISURE	2173	**161	2.7	7.4	211	*192	2.8	8.8	217																
TRUE STORY	4636	*184	3.1	4.0	113	**65	1.0	1.4	34																
U.S. NEWS & WORLD REPORT	10353	502	8.5	4.8	138	619	9.1	6.0	147																
USA TODAY	4994	*232	3.9	4.6	132	513	7.5	10.3	253																
US	3528	*281	4.8	8.0	227	*198	2.9	5.6	138																
VOGUE	5424	*341	5.8	6.3	179	253	3.7	4.7	115																
WALL STREET JOURNAL	6292	305	5.2	4.8	138	681	10.0	10.8	266																
WEIGHT WATCHERS	2762	**99	1.7	3.6	102	**128	1.9	4.6	114																
WOMAN'S DAY	16320	696	11.8	4.3	121	693	10.2	4.2	104																
WORKING WOMAN	1496	**126	2.1	8.4	240	**59	0.9	3.9	97																
WORKING WOMAN	1851	**121	2.1	6.5	186	**116	1.7	6.3	154																
WORLD TENNIS	580	**59	1.0	10.2	289	**82	1.2	14.1	348																
ZIFF-DAVIS MAG NETWK (GROSS)	12412	911	15.5	7.3	209	889	13.0	7.2	176																
BLAIR INSERTS	91671	3395	57.6	3.7	105	4724	69.3	5.2	127																
DAILY NEWSPAPERS																									
READ ANY	109190	3953	67.1	3.6	103	5049	74.0	4.6	114																
READ ONE	89587	3191	54.1	3.6	101	3757	55.1	4.2	103																
READ TWO OR MORE	19602	762	12.9	3.9	111	1292	18.9	6.6	162																
WEEKEND/SUNDAY NEWSPAPERS																									
READ ANY	109661	4028	68.3	3.7	105	5266	77.2	4.8	118																
READ ONE	95074	3209	54.4	3.4	96	4190	61.4	4.4	108																
READ TWO OR MORE	14588	820	13.9	5.6	160	1077	15.8	7.4	182																
OUTDOOR																									
100 SHWG - 30 DAY AV FREQ	28.80	32.28				33.01																			
30 DAY REACH	149706	5271	89.4	3.5	100	6340	92.9	4.2	104																
50 SHWG - 30 DAY AV FREQ	15.16	16.79				17.29																			
30 DAY REACH	142406	5066	86.0	3.6	101	6067	88.9	4.3	105																
25 SHWG - 30 DAY AV FREQ	8.23	8.95				9.42																			
30 DAY REACH	131152	4782	81.1	3.6	104	5591	82.0	4.3	105																
CABLE TV: HOME WIRED	66879	2724	46.2	4.1	116	2894	42.4	4.3	106																
HOME NOT WIRED	100845	3170	53.8	3.1	89	3927	57.6	3.9	96																
HAVE PAY CABLE	35024	1685	28.6	4.8	137	1954	28.6	5.6	137																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RUM

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-19

		'000	%	UNWEIGHTED					
5A. DO YOU YOURSELF DRINK IT?									
	YES	38501	23.0	4359					
	NO	129226	77.0	14751					
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
									UNWEIGHTED

IF YOU DO

5B. WHAT KINDS DO YOU DRINK?

DARK	17035	10.2	9189	5.5	4487	2.7	3360	2.0	1914
LIGHT/WHITE	26476	15.8	18693	11.1	5420	3.2	2363	1.4	2937
+ OTHER	3107	1.9	1392	.8	991	.6	723	.4	380
DO NOT KNOW	819	.5							115
	'000	%	UNWEIGHTED						

5C. WHO DECIDES WHICH BRANDS OF RUM YOU DRINK? (MARK AS MANY AS APPLY)

YOURSELF	29932	17.8	3390						
YOUR HUSBAND/WIFE	8636	5.1	987						
LIQUOR DEALER	884	.5	117						
OTHER MALE	2635	1.6	253						
OTHER FEMALE	2028	1.2	178						
DO NOT KNOW	1632	1.0	185						
	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED

5D. WHICH BRANDS DO YOU DRINK?

APPLETON JAMAICAN	1103	.7	146	.1	530	.3	426	.3	122
BACARDI	31237	18.6	22469	13.4	7807	4.7	962	.6	3473
CAPTAIN MORGAN	766	.5	115	.1	480	.3	171	.1	96
CASTILLO	878	.5	124	.1	523	.3	232	.1	119
DON Q	2311	1.4	355	.2	1139	.7	816	.5	268
GRANADO	511	.3	120	.1	198	.1	194	.1	59
HUDSON'S BAY DEMERARA	369	.2	60	*	237	.1	72	*	58
MYERS'S	4118	2.5	876	.5	1684	1.0	1557	.9	529
PALO VIEJO	580	.3	101	.1	407	.2	71	*	58
PUSERS	270	.2	44	*	156	.1	70	*	32
RON LLAVE	282	.2	47	*	199	.1	36	*	34
RONICO	2841	1.7	607	.4	1248	.7	987	.6	322
SAINT JAMES	255	.2	73	*	133	.1	50	*	37
OTHER BRANDS	5832	3.5	2339	1.4	1645	1.0	1848	1.1	667
DO NOT KNOW	855	.5							101

IN LAST 7 DAYS

	'000	%	UNWEIGHTED
--	------	---	------------

5E. ABOUT HOW MANY DRINKS OR GLASSES OF RUM DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

14 OR MORE	H	537	.3	64
8 - 13	H	493	.3	65
7	H	524	.3	66
5 - 6	H	879	.5	106
3 - 4	H	2679	1.6	298
2	M	3461	2.1	379
1	M	3690	2.2	451
NONE	L	26238	15.6	2930

IN LAST 30 DAYS

	'000	%	UNWEIGHTED
--	------	---	------------

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

14 OR MORE	1646	1.0	173
8 - 13	1434	.9	173
7	1371	.8	160
5 - 6	2027	1.2	248
3 - 4	4366	2.6	478
2	4778	2.8	561
1	4547	2.7	530
NONE	18331	10.9	2036

+ QUESTION 5B - 'COLD' IS TABULATED AS OTHER

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	38501	100.0	23.0	100	5112	100.0	3.0	100	7151	100.0	4.3	100	26238	100.0	15.6	100
MALES	79263	18673	48.5	23.6	103	2755	53.9	3.5	114	3833	53.6	4.8	113	12085	46.1	15.2	97
FEMALES	88464	19828	51.5	22.4	98	2357	46.1	2.7	87	3318	46.4	3.8	88	14153	53.9	16.0	102
18 - 24	28671	8890	23.1	31.0	135	1560	30.5	5.4	179	1764	24.7	6.2	144	5567	21.2	19.4	124
25 - 34	39536	11640	30.2	29.4	128	1152	22.5	2.9	96	2241	31.3	5.7	133	8248	31.4	20.9	133
35 - 44	28978	7226	18.8	24.9	109	890	17.4	3.1	101	1190	16.6	4.1	96	5146	19.6	17.8	114
45 - 54	22345	4479	11.6	20.0	87	576	11.3	2.6	85	693	9.7	3.1	73	3210	12.2	14.4	92
55 - 64	22224	3534	9.2	15.9	69	*429	8.4	1.9	63	628	8.8	2.8	66	2477	9.4	11.1	71
65 OR OLDER	25973	2731	7.1	10.5	46	506	9.9	1.9	64	635	8.9	2.4	57	1590	6.1	6.1	39
18 - 34	68207	20531	53.3	30.1	131	2711	53.0	4.0	130	4005	56.0	5.9	138	13815	52.7	20.3	129
18 - 49	108058	30112	78.2	27.9	121	3957	77.4	3.7	120	5641	78.9	5.2	122	20514	78.2	19.0	121
25 - 54	90859	23345	60.6	25.7	112	2617	51.2	2.9	95	4124	57.7	4.5	106	16605	63.3	18.3	117
35 - 49	39851	9581	24.9	24.0	105	1246	24.4	3.1	103	1637	22.9	4.1	96	6699	25.5	16.8	107
50 OR OLDER	59669	8389	21.8	14.1	61	1155	22.6	1.9	64	1509	21.1	2.5	59	5725	21.8	9.6	61
GRADUATED COLLEGE	28091	8485	22.0	30.2	132	648	12.7	2.3	76	1375	19.2	4.9	115	6462	24.6	23.0	147
ATTENDED COLLEGE	28938	8692	22.6	30.0	131	1078	21.1	3.7	122	1661	23.2	5.7	135	5953	22.7	20.6	132
GRADUATED HIGH SCHOOL	65503	15018	39.0	22.9	100	2023	39.6	3.1	101	2689	37.6	4.1	96	10306	39.3	15.7	101
DID NOT GRADUATE HIGH SCHOOL	45195	6306	16.4	14.0	61	1363	26.7	3.0	99	1426	19.9	3.2	74	3517	13.4	7.8	50
EMPLOYED MALES	56429	14450	37.5	25.6	112	1982	38.8	3.5	115	2928	40.9	5.2	122	9541	36.4	16.9	108
EMPLOYED FEMALES	43971	11987	31.1	27.3	119	1179	23.1	2.7	88	1905	26.6	4.3	102	8904	33.9	20.2	129
EMPLOYED FULL-TIME	87773	23116	60.0	26.3	115	2750	53.8	3.1	103	4259	59.6	4.9	114	16108	61.4	18.4	117
EMPLOYED PART-TIME	12627	3321	8.6	26.3	115	*411	8.0	3.3	107	*573	8.0	4.5	106	2337	8.9	18.5	118
NOT EMPLOYED	67327	12064	31.3	17.9	78	1952	38.2	2.9	95	2318	32.4	3.4	81	7794	29.7	11.6	74
PROFESSIONAL/MANAGER	25845	7306	19.0	28.3	123	575	11.2	2.2	73	1055	14.8	4.1	96	5677	21.6	22.0	140
TECH/CLERICAL/SALES	30895	9253	24.0	29.9	130	892	17.4	2.9	95	1588	22.2	5.1	121	6773	25.8	21.9	140
PRECISION/CRAFT	12629	2961	7.7	23.4	102	479	9.4	3.8	124	804	11.2	6.4	149	1678	6.4	13.3	85
OTHER EMPLOYED	31031	6917	18.0	22.3	97	1214	23.7	3.9	128	1385	19.4	4.5	105	4317	16.5	13.9	89
SINGLE	35557	10787	28.0	30.3	132	2017	39.5	5.7	186	2097	29.3	5.9	138	6674	25.4	18.8	120
MARRIED	103585	21816	56.7	21.1	92	2263	44.3	2.2	72	3730	52.2	3.6	84	15823	60.3	15.3	98
DIVORCED/SEPARATED/WIDOWED	28585	5898	15.3	20.6	90	832	16.3	2.9	95	1324	18.5	4.6	109	3742	14.3	13.1	84
PARENTS	59295	14327	37.2	24.2	105	1729	33.8	2.9	96	2418	33.8	4.1	96	10180	38.8	17.2	110
WHITE	146081	33484	87.0	22.9	100	4032	78.9	2.8	91	5764	80.6	3.9	93	23687	90.3	16.2	104
BLACK	17974	4172	10.8	23.2	101	908	17.8	5.1	166	1272	17.8	7.1	166	1992	7.6	11.1	71
OTHER	3672	845	2.2	23.0	100	**172	3.4	4.7	154	**115	1.6	3.1	73	*559	2.1	15.2	97
NORTHEAST-CENSUS	37005	8929	23.2	24.1	105	1381	27.0	3.7	122	1578	22.1	4.3	100	5971	22.8	16.1	103
NORTH CENTRAL	42642	9057	23.5	21.2	93	959	18.8	2.2	74	1689	23.6	4.0	93	6408	24.4	15.0	96
SOUTH	56777	11546	30.0	20.3	89	1648	32.2	2.9	95	2559	35.8	4.5	106	7338	28.0	12.9	83
WEST	31303	8970	23.3	28.7	125	1124	22.0	3.6	118	1324	18.5	4.2	99	6521	24.9	20.8	133
NORTHEAST-MKTG.	38125	9316	24.2	24.4	106	1640	32.1	4.3	141	1620	22.7	4.2	100	6056	23.1	15.9	102
EAST CENTRAL	24794	4979	12.9	20.1	87	513	10.0	2.1	68	969	13.6	3.9	92	3497	13.3	14.1	90
WEST CENTRAL	28511	6260	16.3	22.0	96	658	12.9	2.3	76	1059	14.8	3.7	87	4544	17.3	15.9	102
SOUTH	48953	10108	26.3	20.6	90	1308	25.6	2.7	88	2284	31.9	4.7	109	6516	24.8	13.3	85
PACIFIC	27344	7838	20.4	28.7	125	993	19.4	3.6	119	1219	17.0	4.5	105	5626	21.4	20.6	132
COUNTY SIZE A	69301	17766	46.1	25.6	112	2784	54.5	4.0	132	3174	44.4	4.6	107	11808	45.0	17.0	109
COUNTY SIZE B	50633	11819	30.7	23.3	102	1175	23.0	2.3	76	2252	31.5	4.4	104	8393	32.0	16.6	106
COUNTY SIZE C	26259	5841	15.2	22.2	97	742	14.5	2.8	93	1135	15.9	4.3	101	3964	15.1	15.1	97
COUNTY SIZE D	21534	3074	8.0	14.3	62	*412	8.1	1.9	63	*589	8.2	2.7	64	2073	7.9	9.6	62
METRO CENTRAL CITY	50014	12762	33.1	25.5	111	2169	42.4	4.3	142	2621	36.7	5.2	123	7971	30.4	15.9	102
METRO SUBURBAN	76832	18527	48.1	24.1	105	2066	40.4	2.7	88	3107	43.4	4.0	95	13354	50.9	17.4	111
NON METRO	40881	7212	18.7	17.6	77	876	17.1	2.1	70	1422	19.9	3.5	82	4914	18.7	12.0	77
TOP 5 ADI'S	39550	10224	26.6	25.9	113	1809	35.4	4.6	150	1745	24.4	4.4	103	6670	25.4	16.9	108
TOP 10 ADI'S	54877	13644	35.4	24.9	108	2368	46.3	4.3	142	2486	34.8	4.5	106	8789	33.5	16.0	102
TOP 20 ADI'S	77516	19524	50.7	25.2	110	3007	58.8	3.9	127	3450	48.2	4.5	104	13067	49.8	16.9	108
HSHLD INC. \$50,000 OR MORE	17257	4665	12.1	27.0	118	*486	9.5	2.8	92	600	8.4	3.5	82	3579	13.6	20.7	133
\$40,000 OR MORE	33235	8965	23.3	27.0	118	1063	20.8	3.2	105	1402	19.6	4.2	99	6501	24.8	19.6	125
\$30,000 OR MORE	59693	15875	41.2	26.6	116	1794	35.1	3.0	99	2448	34.2	4.1	96	11633	44.3	19.5	125
\$25,000 OR MORE	76275	20228	52.5	26.5	116	2283	44.7	3.0	98	3075	43.0	4.0	95	14870	56.7	19.5	125
\$20,000 - \$24,999	18607	4359	11.3	23.4	102	*472	9.2	2.5	83	1013	14.2	5.4	128	2874	11.0	15.4	99
\$15,000 - \$19,999	17175	3915	10.2	22.8	99	431	8.4	2.5	82	1052	14.7	6.1	144	2432	9.3	14.2	91
\$10,000 - \$14,999	24569	5016	13.0	20.4	89	791	15.5	3.2	106	901	12.6	3.7	86	3324	12.7	13.5	86
UNDER \$10,000	31101	4983	12.9	16.0	70	1136	22.2	3.7	120	1109	15.5	3.6	84	2738	10.4	8.8	56
HOUSEHOLD OF 1 PERSON	19441	3834	10.0	19.7	86	612	12.0.										

			TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL ADULTS			167727	38501	100.0	23.0	100	5112	100.0	3.0	100	7151	100.0	4.3	100	26238	100.0	15.6	100
MAGAZINES	QUINTILE 1	34022	10359	26.9	30.4	133	1115	21.8	3.3	108	2118	29.6	6.2	146	7126	27.2	20.9	134	
	QUINTILE 2	34800	9052	23.5	26.0	113	1158	22.7	3.3	109	1532	21.4	4.4	103	6362	24.2	18.3	117	
	QUINTILE 3	30514	6941	18.0	22.7	99	939	18.4	3.1	101	1237	17.3	4.1	95	4765	18.2	15.6	100	
	QUINTILE 4	33324	6904	17.9	20.7	90	914	17.9	2.7	90	1198	16.8	3.6	84	4793	18.3	14.4	92	
	QUINTILE 5	35066	5244	13.6	15.0	65	986	19.3	2.8	92	1066	14.9	3.0	71	3192	12.2	9.1	58	
NEWSPAPERS	QUINTILE 1	29107	8048	20.9	27.6	120	967	18.9	3.3	109	1545	21.6	5.3	124	5536	21.1	19.0	122	
	QUINTILE 2	49095	11337	29.4	23.1	101	1493	29.2	3.0	100	1938	27.1	3.9	93	7906	30.1	16.1	103	
	QUINTILE 3	23107	5695	14.8	24.6	107	791	15.5	3.4	112	1040	14.5	4.5	106	3864	14.7	16.7	107	
	QUINTILE 4	33556	7595	19.7	22.6	99	979	19.2	2.9	96	1467	20.5	4.4	103	5149	19.6	15.3	98	
	QUINTILE 5	32863	5827	15.1	17.7	77	882	17.3	2.7	88	1161	16.2	3.5	83	3784	14.4	11.5	74	
OUTDOOR	QUINTILE 1	33431	9099	23.6	27.2	119	975	19.1	2.9	96	1472	20.6	4.4	103	6652	25.4	19.9	127	
	QUINTILE 2	33478	8244	21.4	24.6	107	1261	24.7	3.8	124	1508	21.1	4.5	106	5475	20.9	16.4	105	
	QUINTILE 3	33574	7648	19.9	22.8	99	830	16.2	2.5	81	1464	20.5	4.4	102	5354	20.4	15.9	102	
	QUINTILE 4	33935	7441	19.3	21.9	96	1070	20.9	3.2	103	1356	19.0	4.0	94	5015	19.1	14.8	94	
	QUINTILE 5	33310	6069	15.8	18.2	79	976	19.1	2.9	96	1351	18.9	4.1	95	3742	14.3	11.2	72	
RADIO-DRIVE TIME	QUINTILE 1	33136	7908	20.5	23.9	104	1040	20.3	3.1	103	1739	24.3	5.2	123	5129	19.5	15.5	99	
	QUINTILE 2	31658	7669	19.9	24.2	106	1092	21.4	3.4	113	1513	21.2	4.8	112	5064	19.3	16.0	102	
	QUINTILE 3	32541	7985	20.7	24.5	107	910	17.8	2.8	92	1393	19.5	4.3	100	5682	21.7	17.5	112	
	QUINTILE 4	34247	8206	21.3	24.0	104	1179	23.1	3.4	113	1358	19.0	4.0	93	5669	21.6	16.6	106	
	QUINTILE 5	36144	6733	17.5	18.6	81	891	17.4	2.5	81	1147	16.0	3.2	74	4695	17.9	13.0	83	
RADIO-MID- DAY	TERCILE 1	45037	10690	27.8	23.7	103	1375	26.9	3.1	100	2173	30.4	4.8	113	7142	27.2	15.9	101	
	TERCILE 2	44819	10558	27.4	23.6	103	1589	31.1	3.5	116	2029	28.4	4.5	106	6940	26.5	15.5	99	
	TERCILE 3	77872	17253	44.8	22.2	97	2148	42.0	2.8	91	2948	41.2	3.8	89	12157	46.3	15.6	100	
RADIO-TOTAL	QUINTILE 1	33763	8161	21.2	24.2	105	1180	23.1	3.5	115	1594	22.3	4.7	111	5337	20.5	16.0	102	
	QUINTILE 2	33240	8464	22.0	25.5	111	1061	20.8	3.2	105	1805	25.2	5.4	127	5598	21.3	16.8	108	
	QUINTILE 3	33408	8258	21.4	24.7	108	1141	22.3	3.4	112	1531	21.4	4.6	107	5587	21.3	16.7	107	
	QUINTILE 4	34792	7928	20.6	22.8	99	960	18.8	2.8	91	1400	19.6	4.0	94	5568	21.2	16.0	102	
	QUINTILE 5	32524	5690	14.8	17.5	76	771	15.1	2.4	78	820	11.5	2.5	59	4099	15.6	12.6	81	
TV-PRIME TIME	QUINTILE 1	33090	7091	18.4	21.4	93	942	18.4	2.8	93	1298	18.2	3.9	92	4852	18.5	14.7	94	
	QUINTILE 2	33357	8047	20.9	24.1	105	1064	20.8	3.2	105	1571	22.0	4.7	110	5412	20.6	16.2	104	
	QUINTILE 3	33980	7918	20.6	23.3	102	1045	20.4	3.1	101	1516	21.2	4.5	105	5357	20.4	15.8	101	
	QUINTILE 4	33854	7834	20.3	23.1	101	998	19.5	2.9	97	1478	20.7	4.4	102	5358	20.4	15.8	101	
	QUINTILE 5	33444	7611	19.8	22.8	99	1063	20.8	3.2	104	1288	18.0	3.9	90	5260	20.0	15.7	101	
TV-DAYTIME	TERCILE 1	49121	9669	25.1	19.7	86	1234	24.1	2.5	82	1992	27.9	4.1	95	6443	24.6	13.1	84	
	TERCILE 2	48823	12062	31.3	24.7	108	1791	35.0	3.7	120	2077	29.0	4.3	100	8194	31.2	16.8	107	
	TERCILE 3	69782	16770	43.6	24.0	105	2087	40.8	3.0	98	3081	43.1	4.4	104	11602	44.2	16.6	106	
TV-TOTAL	QUINTILE 1	33584	7104	18.5	21.2	92	884	17.3	2.6	86	1479	20.7	4.4	103	4741	18.1	14.1	90	
	QUINTILE 2	33441	7047	18.3	21.1	92	928	18.2	2.8	91	1512	21.1	4.5	106	4607	17.6	13.8	88	
	QUINTILE 3	33505	8245	21.4	24.6	107	1099	21.5	3.3	108	1579	22.1	4.7	111	5568	21.2	16.6	106	
	QUINTILE 4	33466	7997	20.8	23.9	104	1056	20.7	3.2	104	1338	18.7	4.0	94	5603	21.4	16.7	107	
	QUINTILE 5	33731	8107	21.1	24.0	105	1145	22.4	3.4	111	1243	17.4	3.7	86	5720	21.8	17.0	108	
MAGAZINES-NEWSPAPERS: DUAL			44503	12728	33.1	28.6	125	1769	34.6	4.0	130	2339	32.7	5.3	123	8621	32.9	19.4	124
MAGAZINE IMPERATIVE			39363	10197	26.5	25.9	113	1112	21.8	2.8	93	1889	26.4	4.8	113	7195	27.4	18.3	117
NEWSPAPER IMPERATIVE			46441	9399	24.4	20.2	88	1216	23.8	2.6	86	1634	22.8	3.5	83	6549	25.0	14.1	90
MAGAZINES-OUTDOOR: DUAL			33726	9702	25.2	28.8	125	1029	20.1	3.1	100	1572	22.0	4.7	109	7101	27.1	21.1	135
MAGAZINE IMPERATIVE			52846	13433	34.9	25.4	111	1774	34.7	3.4	110	2673	37.4	5.1	119	8986	34.2	17.0	109
OUTDOOR IMPERATIVE			52140	11110	28.9	21.3	93	1659	32.5	3.2	104	2054	28.7	3.9	92	7397	28.2	14.2	91
MAGAZINES-RADIO: DUAL			37081	10475	27.2	28.2	123	1467	28.7	4.0	130	2173	30.4	5.9	137	6835	26.1	18.4	118
MAGAZINE IMPERATIVE			49747	12758	33.1	25.6	112	1319	25.8	2.7	87	2130	29.8	4.3	100	9309	35.5	18.7	120
RADIO IMPERATIVE			49208	10487	27.2	21.3	93	1515	29.6	3.1	101	2037	28.5	4.1	97	6936	26.4	14.1	90
MAGAZINES-TELEVISION: DUAL			33103	8587	22.3	25.9	113	1034	20.2	3.1	102	1837	25.7	5.5	130	5716	21.8	17.3	110
MAGAZINE IMPERATIVE			54575	15183	39.4	27.8	121	1826	35.7	3.3	110	2603	36.4	4.8	112	10754	41.0	19.7	126
TELEVISION IMPERATIVE			53249	9684	25.2	18.2	79	1365	26.7	2.6	84	1991	27.8	3.7	88	6328	24.1	11.9	76
NEWSPAPERS-OUTDOOR: DUAL			36255	10041	26.1	27.7	121	1190	23.3	3.3	108	1679	23.5	4.6	109	7171	27.3	19.8	126
NEWSPAPER IMPERATIVE			55591	12532	32.5	22.5	98	1738	34.0	3.1	103	2409	33.7	4.3	102	8386	32.0	15.1	96
OUTDOOR IMPERATIVE			48319	11133	28.9	23.0	100	1567	30.7	3.2	106	2069	28.9	4.3	100	7497	28.6	15.5	99
NEWSPAPERS-RADIO: DUAL			37242	9970	25.9	26.8	117	1455	28.5	3.9	128	1809	25.3	4.9	114	6706	25.6	18.0	115
NEWSPAPER IMPERATIVE			54423	12922	33.6	23.7	103	1472	28.8	2.7	89	2229	31.2	4.1	96	9221	35.1	16.9	108
RADIO IMPERATIVE			46650	10788	28.0	23.1	101	1420	27.8	3.0	100	2344	32.8	5.0	118	7025	26.8	15.1	96
NEWSPAPERS-TELEVISION: DUAL			35974	8365	21.7	23.3	101	1103	21.6	3.1	101	1700	23.8	4.7	111	5562	21.2	15.5	99
NEWSPAPER IMPERATIVE			56095	14816	38.5	26.4	115	1796	35.1	3.2	105	2497	34.9	4.5	104	10523	40.1	18.8	120
TELEVISION IMPERATIVE			47170	9541	24.8	20.2	88	1236	24.2	2.6	86	2004	28.0	4.2	100	6301	24.0	13.4	85
OUTDOOR-RADIO: DUAL			33748	8628	22.4	25.6	111	1003	19.6	3.0	98	1633	22.8	4.8	113	5993	22.8	17.8	114
OUTDOOR IMPERATIVE			52785	12771	33.2	24.2	105	1672	32.7</										

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	38501	100.0	23.0	100	5112	100.0	3.0	100	7151	100.0	4.3	100	26238	100.0	15.6	100
ATLANTIC MONTHLY	867	323	0.8	37.3	162	**49	1.0	5.7	185	**100	1.4	11.5	271	*174	0.7	20.1	128
BARRON'S	1580	541	1.4	34.2	149	**118	2.3	7.5	245	**72	1.0	4.6	107	351	1.3	22.2	142
BETTER HOMES & GARDENS	22203	5537	14.4	24.9	109	587	11.5	2.6	87	862	12.1	3.9	91	4089	15.6	18.4	118
BON APPETIT	3810	1237	3.2	32.5	141	**118	2.3	3.1	102	*294	4.1	7.7	181	825	3.1	21.7	138
BUSINESS WEEK	4663	1442	3.7	30.9	135	**146	2.9	3.1	103	344	4.8	7.4	173	952	3.6	20.4	131
CAR AND DRIVER	3102	1030	2.7	33.2	145	*173	3.4	5.6	183	*196	2.7	6.3	148	661	2.5	21.3	136
CBS MAGAZINE NETWORK (GROSS)	7311	2279	5.9	31.2	136	*478	9.4	6.5	215	502	7.0	6.9	161	1300	5.0	17.8	114
CHANGING TIMES	3400	975	2.5	28.7	125	**176	3.4	5.2	170	*176	2.5	5.2	121	623	2.4	18.3	117
COLONIAL HOMES	1796	514	1.3	28.6	125	**56	1.1	3.1	102	**73	1.0	4.1	95	384	1.5	21.4	137
CONDE NAST MAG. PKG. (GROSS)	19924	6373	16.6	32.0	139	967	18.9	4.9	159	869	12.2	4.4	102	4537	17.3	22.8	146
CONSUMERS DIGEST	3125	824	2.1	26.4	115	**113	2.2	3.6	119	*121	1.7	3.9	91	590	2.2	18.9	121
COSMOPOLITAN	10577	3519	9.1	33.3	145	495	9.7	4.7	154	575	8.0	5.4	128	2449	9.3	23.2	148
COUNTRY LIVING	3746	1225	3.2	32.7	142	**119	2.3	3.2	104	*166	2.3	4.4	104	940	3.6	25.1	160
CUISINE	2214	799	2.1	36.1	157	**88	1.7	4.0	130	**165	2.3	7.5	175	546	2.1	24.7	158
CYCLE WORLD	2394	618	1.6	25.8	112	**133	2.6	5.6	182	**129	1.8	5.4	126	355	1.4	14.8	95
DCI:CREATIVE IDEAS FOR LIV	3068	801	2.1	26.1	114	**69	1.3	2.2	74	**114	1.6	3.7	87	618	2.4	20.1	129
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2500	6.5	26.2	114	**201	3.9	2.1	69	385	5.4	4.0	94	1914	7.3	20.0	128
DISCOVER	2277	721	1.9	31.7	138	**154	3.0	6.8	222	**78	1.1	3.4	80	490	1.9	21.5	138
EBONY	7187	1892	4.9	26.3	115	400	7.8	5.6	183	626	8.8	8.7	204	866	3.3	12.0	77
ESQUIRE	2560	670	1.7	26.2	114	*128	2.5	5.0	164	*161	2.3	6.3	148	382	1.5	14.9	95
ESSENCE	3242	922	2.4	28.4	124	*183	3.6	5.6	185	290	4.1	8.9	210	449	1.7	13.8	89
FAMILY CIRCLE	19639	4657	12.1	23.7	103	492	9.6	2.5	82	840	11.7	4.3	100	3325	12.7	16.9	108
THE FAMILY HANDYMAN	3540	919	2.4	26.0	113	**135	2.6	3.8	125	*163	2.3	4.6	108	621	2.4	17.5	112
FAMILY WEEKLY	23924	5236	13.6	21.9	95	593	11.6	2.5	81	811	11.3	3.4	80	3832	14.6	16.0	102
FIELD & STREAM	9883	2407	6.3	24.4	106	*278	5.4	2.8	92	435	6.1	4.4	103	1693	6.5	17.1	110
FOOD & WINE	1030	358	0.9	34.8	151	**85	1.7	8.3	271	**56	0.8	5.4	128	217	0.8	21.1	135
FORBES	2679	907	2.4	33.9	147	**106	2.1	4.0	130	218	3.0	8.1	191	583	2.2	21.8	139
FORTUNE	2931	955	2.5	32.6	142	**100	2.0	3.4	112	*194	2.7	6.6	155	661	2.5	22.6	144
GENTLEMEN'S QUARTERLY	3481	1345	3.5	38.6	168	*215	4.2	6.2	203	*284	4.0	8.2	191	846	3.2	24.3	155
GLAMOUR	7163	2331	6.1	32.5	142	*291	5.7	4.1	133	283	4.0	4.0	93	1758	6.7	24.5	157
GOLF DIGEST	2355	732	1.9	31.1	135	**105	2.1	4.5	146	*172	2.4	7.3	171	455	1.7	19.3	124
GOLF DIGEST/TENNIS (GROSS)	3610	1105	2.9	30.6	133	**166	3.2	4.6	151	*216	3.0	6.0	140	724	2.8	20.1	128
GOLF MAGAZINE	2046	628	1.6	30.7	134	**122	2.4	6.0	196	**109	1.5	5.3	125	398	1.5	19.5	124
GOLF MAGAZINE/SKI (GROSS)	3547	1079	2.8	30.4	133	**189	3.7	5.3	175	*173	2.4	4.9	114	716	2.7	20.2	129
GOOD HOUSEKEEPING	20353	4967	12.9	24.4	106	437	8.5	2.1	70	886	12.4	4.4	102	3644	13.9	17.9	114
HARPER'S BAZAAR	3362	1114	2.9	33.1	144	*168	3.3	5.0	164	*208	2.9	6.2	145	739	2.8	22.0	141
HEALTH	2987	699	1.8	23.4	102	**96	1.9	3.2	105	**162	2.3	5.4	127	441	1.7	14.8	94
HEARST MAG CORP. BUY (GROSS)	67928	19038	49.4	28.0	122	2242	43.9	3.3	108	3275	45.8	4.8	113	13522	51.5	19.9	127
HEARST MAN POWER (GROSS)	11282	2963	7.7	26.3	114	416	8.1	3.7	121	583	8.2	5.2	121	1965	7.5	17.4	111
HEARST WOMAN POWER (GROSS)	40514	10938	28.4	27.0	118	1168	22.8	2.9	95	1836	25.7	4.5	106	7934	30.2	19.6	125
HOUSE BEAUTIFUL	4885	1530	4.0	31.3	136	*202	4.0	4.1	136	*265	3.7	5.4	127	1062	4.0	21.7	139
INC.	1308	499	1.3	38.1	166	**64	1.3	4.9	161	**102	1.4	7.8	183	333	1.3	25.5	163
JET	6498	1905	4.9	29.3	128	417	8.2	6.4	211	617	8.6	9.5	223	871	3.3	13.4	86
LADIES' HOME JOURNAL	14797	3633	9.4	24.6	107	337	6.6	2.3	75	700	9.8	4.7	111	2595	9.9	17.5	112
LHJ FAMILY GRP COMBO(GROSS)	21743	5645	14.7	26.0	113	571	11.2	2.6	86	1090	15.2	5.0	118	3984	15.2	18.3	117
LIFE	9881	2722	7.1	27.5	120	427	8.4	4.3	142	508	7.1	5.1	121	1787	6.8	18.1	116
L.A. TIMES HOME MAGAZINE	2775	897	2.3	32.3	141	**75	1.5	2.7	89	*122	1.7	4.4	103	699	2.7	25.2	161
MADEMOISELLE	4219	1272	3.3	30.1	131	*236	4.6	5.6	184	*203	2.8	4.8	113	833	3.2	19.7	126
MC CALL'S	16422	4153	10.8	25.3	110	442	8.6	2.7	88	761	10.6	4.6	109	2949	11.2	18.0	115
MC CALL'S/WRK MOTHER (GROSS)	17919	4609	12.0	25.7	112	553	10.8	3.1	101	832	11.6	4.6	109	3225	12.3	18.0	115
MECHANIX ILLUSTRATED	4433	1137	3.0	25.6	112	**164	3.2	3.7	121	*269	3.8	6.1	142	704	2.7	15.9	102
METROPOLITAN HOME	1504	458	1.2	30.5	133	**78	1.5	5.2	170	**56	0.8	3.7	87	324	1.2	21.5	138
MONEY	4723	1611	4.2	34.1	149	*168	3.3	3.6	117	285	4.0	6.0	142	1158	4.4	24.5	157
MOTHER EARTH NEWS	2325	769	2.0	33.1	144	**129	2.5	5.5	182	**99	1.4	4.3	100	542	2.1	23.3	149
MS.	1189	435	1.1	36.6	159	**99	1.9	8.3	273	**105	1.5	8.8	207	231	0.9	19.4	124
NATIONAL ENQUIRER	18892	4215	10.9	22.3	97	717	14.0	3.8	125	848	11.9	4.5	105	2651	10.1	14.0	90
NATIONAL GEOGRAPHIC	22129	6294	16.3	28.4	124	760	14.9	3.4	113	1086	15.2	4.9	115	4448	17.0	20.1	128
NATIONAL SUNDAY MAGAZINE PKG	103750	26134	67.9	25.2	110	3390	66.3	3.3	107	4641	64.9	4.5	105	18103	69.0	17.4	112
NATURAL HISTORY	1379	384	1.0	27.8	121	**106	2.1	7.7	252	**70	1.0	5.1	119	*208	0.8	15.1	96
NEW WOMAN	2289	715	1.9	31.2	136	**141	2.8	6.2	202	**101	1.4	4.4	103	473	1.8	20.7	132
NEW YORK INCLUDING CUE	1088	277	0.7	25.5	111	**50	1.0	4.6	151	**44	0.6	4.0	95	183	0.7	16.8	108
THE NEW YORKER	2459	828	2.2	33.7	147	**91	1.8	3.7	121	*123	1.7	5.0	117	614	2.3	25.0	160
NEWSWEEK	16527	4609	12.0	27.9	121	496	9.7	3.0	98	751	10.5	4.5	107	3363	12.8	20.3	130
THE N.Y. TIMES DAILY EDITION	2739	872	2.3	31.8	139	**120	2.3	4.4	144	193	2.7	7.0	165	559	2.1	20.4	130
THE N.Y. TIMES MAGAZINE	4443	1429	3.7	32.2	140	*225	4.4	5.1	166	310	4.3	7.0	164	894	3.4	20.1	129
OMNI	2799	1003	2.6	35.8	156	**153	3.0	5.5	179	*273	3.8	9.8	229	577	2.2	20.6	132
ON CABLE	2209	509	1.3	23.0	100	**69	1.3	3.1	102	**111	1.6	5.0	118	328	1.3	14.8	95
1001 HOME IDEAS	3959	1313	3.4	33.2	144	**138	2.7	3.5	114	*228	3.2	5.8	135	947	3.6	23.9	153
ORGANIC GARDENING	3111	738	1.9	23.7	103	**71	1.4	2.3	75	*125	1.7	4.0	94	542	2.1	17.4	111
OUTDOOR LIFE	5024	1210	3.1	24.1	105	**106	2.1	2.1	69	*210	2.9	4.2	98	894	3.4	17.8	114
PARADE MAGAZINE	51292	13441	34.9	26.2	114	2098	41.0	4.1	134	2344	32.8	4.6	107	9000	34.3	17.5	112

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	38501	100.0	23.0	100	5112	100.0	3.0	100	7151	100.0	4.3	100	26238	100.0	15.6	100
PARENTS	5298	1550	4.0	29.3	127	*148	2.9	2.8	92	*225	3.1	4.2	100	1176	4.5	22.2	142
PENTHOUSE	5129	1922	5.0	37.5	163	436	8.5	8.5	279	455	6.4	8.9	208	1030	3.9	20.1	128
PEOPLE	21070	6339	16.5	30.1	131	894	17.5	4.2	139	1112	15.6	5.3	124	4333	16.5	20.6	131
PLAYBOY	10562	3678	9.6	34.8	152	552	10.8	5.2	171	711	9.9	6.7	158	2416	9.2	22.9	146
POPULAR HOT RODDING	2498	733	1.9	29.3	128	**127	2.5	5.1	167	*213	3.0	8.5	200	393	1.5	15.7	101
POPULAR MECHANICS	5887	1477	3.8	25.1	109	*203	4.0	3.4	113	*295	4.1	5.0	118	979	3.7	16.6	106
POPULAR SCIENCE	4317	1448	3.8	33.5	146	*172	3.4	4.0	131	*229	3.2	5.3	124	1046	4.0	24.2	155
PREVENTION	5792	1315	3.4	22.7	99	*154	3.0	2.7	87	*177	2.5	3.1	72	984	3.8	17.0	109
PSYCHOLOGY TODAY	3284	1085	2.8	33.0	144	*195	3.8	5.9	195	*147	2.1	4.5	105	743	2.8	22.6	145
READER'S DIGEST	40046	8897	23.1	22.2	97	961	18.8	2.4	79	1588	22.2	4.0	93	6348	24.2	15.9	101
REDBOOK	9584	2453	6.4	25.6	112	*237	4.6	2.5	81	375	5.2	3.9	92	1841	7.0	19.2	123
ROAD & TRACK	2590	825	2.1	31.9	139	**129	2.5	5.0	163	*198	2.8	7.6	179	497	1.9	19.2	123
ROLLING STONE	3302	1367	3.6	41.4	180	*252	4.9	7.6	250	352	4.9	10.7	250	764	2.9	23.1	148
RUNNER'S WORLD	1229	358	0.9	29.1	127	**68	1.3	5.5	182	**61	0.9	5.0	116	*229	0.9	18.6	119
SATURDAY EVENING POST	2110	615	1.6	29.1	127	**96	1.9	4.5	149	**91	1.3	4.3	101	428	1.6	20.3	130
SCIENCE 84	1543	582	1.5	37.7	164	**67	1.3	4.3	142	**78	1.1	5.1	119	436	1.7	28.3	181
SCIENCE DIGEST	1747	564	1.5	32.3	141	**96	1.9	5.5	180	**89	1.2	5.1	119	379	1.4	21.7	139
SCIENTIFIC AMERICAN	1994	688	1.8	34.5	150	**124	2.4	6.2	204	**87	1.2	4.4	102	477	1.8	23.9	153
SELF	3119	998	2.6	32.0	139	**138	2.7	4.4	145	*126	1.8	4.0	95	734	2.8	23.5	150
SEVENTEEN	3923	1062	2.8	27.1	118	**137	2.7	3.5	115	*257	3.6	6.6	154	668	2.5	17.0	109
SKI	1501	451	1.2	30.0	131	**67	1.3	4.5	146	**65	0.9	4.3	102	319	1.2	21.3	136
SMITHSONIAN	5976	1775	4.6	29.7	129	*173	3.4	2.9	95	397	5.6	6.6	156	1205	4.6	20.2	129
SOAP OPERA DIGEST	4228	1184	3.1	28.0	122	*308	6.0	7.3	239	299	4.2	7.1	166	576	2.2	13.6	87
SOUTHERN LIVING	6488	1700	4.4	26.2	114	**133	2.6	2.0	67	271	3.8	4.2	98	1296	4.9	20.0	128
SPORT	3500	876	2.3	25.0	109	*188	3.7	5.4	176	*179	2.5	5.1	120	509	1.9	14.5	93
THE SPORTING NEWS	2456	732	1.9	29.8	130	**187	3.7	7.6	250	*146	2.0	5.9	139	399	1.5	16.2	104
SPORTS AFIELD	3648	922	2.4	25.3	110	**117	2.3	3.2	105	*199	2.8	5.5	128	606	2.3	16.6	106
SPORTS ILLUSTRATED	14484	4109	10.7	28.4	124	571	11.2	3.9	129	778	10.9	5.4	126	2760	10.5	19.1	122
STAR	12661	3006	7.8	23.7	103	544	10.6	4.3	141	585	8.2	4.6	108	1877	7.2	14.8	95
SUNDAY	52799	13788	35.8	26.1	114	1983	38.8	3.8	123	2510	35.1	4.8	112	9295	35.4	17.6	113
SUNSET	3513	1079	2.8	30.7	134	**165	3.2	4.7	154	**98	1.4	2.8	65	817	3.1	23.3	149
TV GUIDE	42766	10894	28.3	25.5	111	1458	28.5	3.4	112	2134	29.8	5.0	117	7302	27.8	17.1	109
TENNIS	1254	373	1.0	29.7	130	**61	1.2	4.9	160	**44	0.6	3.5	82	*268	1.0	21.4	137
TIME	22054	6467	16.8	29.3	128	898	17.6	4.1	134	1147	16.0	5.2	122	4422	16.9	20.1	128
TOWN & COUNTRY	1555	509	1.3	32.7	143	**59	1.2	3.8	124	**111	1.6	7.1	167	339	1.3	21.8	139
TRAVEL & LEISURE	2173	673	1.7	31.0	135	**73	1.4	3.4	110	**81	1.1	3.7	87	518	2.0	23.8	152
TRUE STORY	4636	1166	3.0	25.2	110	*178	3.5	3.8	126	*334	4.7	7.2	169	655	2.5	14.1	90
U.S. NEWS & WORLD REPORT	10353	2652	6.9	25.6	112	*293	5.7	2.8	93	530	7.4	5.1	120	1829	7.0	17.7	113
USA TODAY	4994	1503	3.9	30.1	131	**160	3.1	3.2	105	282	3.9	5.6	132	1061	4.0	21.2	136
US	3528	1062	2.8	30.1	131	*202	4.0	5.7	188	*200	2.8	5.7	133	660	2.5	18.7	120
VOGUE	5424	1773	4.6	32.7	142	*301	5.9	5.5	182	259	3.6	4.8	112	1213	4.6	22.4	143
WALL STREET JOURNAL	6292	1902	4.9	30.2	132	301	5.9	4.8	157	392	5.5	6.2	146	1209	4.6	19.2	123
WEIGHT WATCHERS	2762	766	2.0	27.7	121	**92	1.8	3.3	109	**109	1.5	3.9	93	564	2.1	20.4	131
WOMAN'S DAY	16320	4271	11.1	26.2	114	508	9.9	3.1	102	744	10.4	4.6	107	3020	11.5	18.5	118
WORKING MOTHER	1496	457	1.2	30.5	133	**111	2.2	7.4	243	**70	1.0	4.7	110	276	1.1	18.4	118
WORKING WOMAN	1851	627	1.6	33.9	148	**91	1.8	4.9	161	**110	1.5	5.9	139	426	1.6	23.0	147
WORLD TENNIS	580	*231	0.6	39.8	174	**56	1.1	9.7	317	**41	0.6	7.1	166	**134	0.5	23.1	148
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4077	10.6	32.8	143	799	15.6	6.4	211	712	10.0	5.7	135	2566	9.8	20.7	132
BLAIR INSERTS	91671	23736	61.7	25.9	113	3117	61.0	3.4	112	4292	60.0	4.7	110	16326	62.2	17.8	114
DAILY NEWSPAPERS																	
READ ANY	109190	26079	67.7	23.9	104	3539	69.2	3.2	106	4836	67.6	4.4	104	17703	67.5	16.2	104
READ ONE	89587	21051	54.7	23.5	102	3035	59.4	3.4	111	3825	53.5	4.3	100	14191	54.1	15.8	101
READ TWO OR MORE	19602	5028	13.1	25.7	112	504	9.9	2.6	84	1011	14.1	5.2	121	3512	13.4	17.9	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	27573	71.6	25.1	110	3531	69.1	3.2	106	4947	69.2	4.5	106	19096	72.8	17.4	111
READ ONE	95074	23510	61.1	24.7	108	3025	59.2	3.2	104	4170	58.3	4.4	103	16315	62.2	17.2	110
READ TWO OR MORE	14588	4064	10.6	27.9	121	506	9.9	3.5	114	776	10.9	5.3	125	2781	10.6	19.1	122
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.07				29.42				30.04				33.08			
30 DAY REACH	149706	35169	91.3	23.5	102	4557	89.1	3.0	100	6249	87.4	4.2	98	24363	92.9	16.3	104
50 SHWG - 30 DAY AV FREQ	15.16	16.73				15.47				15.62				17.25			
30 DAY REACH	142406	33762	87.7	23.7	103	4327	84.6	3.0	100	6016	84.1	4.2	99	23419	89.3	16.4	105
25 SHWG - 30 DAY AV FREQ	8.23	8.94				8.38				8.32				9.21			
30 DAY REACH	131152	31583	82.0	24.1	105	4012	78.5	3.1	100	5610	78.5	4.3	100	21961	83.7	16.7	107
CABLE TV: HOME WIRED	66879	16730	43.5	25.0	109	1950	38.1	2.9	96	2860	40.0	4.3	100	11920	45.4	17.8	114
HOME NOT WIRED	100848	21771	56.5	21.6	94	3162	61.9	3.1	103	4290	60.0	4.3	100	14319	54.6	14.2	91
HAVE PAY CABLE	35024	9849	25.6	28.1	123	1089	21.3	3.1	102	1778	24.9	5.1	119	6982	26.6	19.9	127

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	18673	100.0	23.6	100	2755	100.0	3.5	100	3833	100.0	4.8	100	12085	100.0	15.2	100
HOUSEHOLD HEADS	66405	15068	80.7	22.7	96	1967	71.4	3.0	85	3056	79.7	4.6	95	10045	83.1	15.1	99
18 - 24	13945	4378	23.4	31.4	133	790	28.7	5.7	163	1136	29.6	8.1	168	2452	20.3	17.6	115
25 - 34	19334	5864	31.4	30.3	129	734	26.6	3.8	109	1221	31.9	6.3	131	3909	32.3	20.2	133
35 - 44	14196	3639	19.5	25.6	109	498	18.1	3.5	101	650	17.0	4.6	95	2491	20.6	17.5	115
45 - 54	10896	2124	11.4	19.5	83	*371	13.5	3.4	98	*312	8.1	2.9	59	1441	11.9	13.2	87
55 - 64	10378	1534	8.2	14.8	63	**122	4.4	1.2	34	*245	6.4	2.4	49	1168	9.7	11.3	74
65 OR OLDER	10514	1135	6.1	10.8	46	*241	8.7	2.3	66	*268	7.0	2.5	53	625	5.2	5.9	39
18 - 34	33279	10242	54.8	30.8	131	1524	55.3	4.6	132	2357	61.5	7.1	146	6360	52.6	19.1	125
18 - 49	52904	15017	80.4	28.4	120	2249	81.6	4.3	122	3214	83.9	6.1	126	9554	79.1	18.1	118
25 - 54	44426	11627	62.3	26.2	111	1602	58.1	3.6	104	2184	57.0	4.9	102	7841	64.9	17.6	116
35 - 49	19625	4775	25.6	24.3	103	725	26.3	3.7	106	856	22.3	4.4	90	3194	26.4	16.3	107
50 OR OLDER	26359	3656	19.6	13.9	59	506	18.4	1.9	55	619	16.1	2.3	49	2531	20.9	9.6	63
GRADUATED COLLEGE	15982	4971	26.6	31.1	132	396	14.4	2.5	71	977	25.5	6.1	126	3598	29.8	22.5	148
ATTENDED COLLEGE	13629	4198	22.5	30.8	131	694	25.2	5.1	147	956	24.9	7.0	145	2548	21.1	18.7	123
GRADUATED HIGH SCHOOL	28591	6520	34.9	22.8	97	929	33.7	3.2	93	1148	30.0	4.0	83	4444	36.8	15.5	102
DID NOT GRADUATE HIGH SCHOOL	21061	2984	16.0	14.2	60	736	26.7	3.5	101	752	19.6	3.6	74	1496	12.4	7.1	47
EMPLOYED FULL-TIME	52316	13292	71.2	25.4	108	1722	62.5	3.3	95	2625	68.5	5.0	104	8945	74.0	17.1	112
EMPLOYED PART-TIME	4113	1158	6.2	28.2	120	**259	9.4	6.3	181	**303	7.9	7.4	152	596	4.9	14.5	95
NOT EMPLOYED	22834	4223	22.6	18.5	79	773	28.1	3.4	97	905	23.6	4.0	82	2544	21.1	11.1	73
PROFESSIONAL/MANAGER	15034	4264	22.8	28.4	120	*327	11.9	2.2	63	658	17.2	4.4	91	3279	27.1	21.8	143
TECH/CLERICAL/SALES	11255	3228	17.3	28.7	122	*348	12.6	3.1	89	665	17.3	5.9	122	2215	18.3	19.7	129
PRECISION/CRAFT	11607	2702	14.5	23.3	99	*411	14.9	3.5	102	775	20.2	6.7	138	1515	12.5	13.1	86
OTHER EMPLOYED	18534	4256	22.8	23.0	97	895	32.5	4.8	139	830	21.7	4.5	93	2531	20.9	13.7	90
SINGLE	19562	5903	31.6	30.2	128	1151	41.8	5.9	169	1426	37.2	7.3	151	3326	27.5	17.0	112
MARRIED	51896	11019	59.0	21.2	90	1335	48.5	2.6	74	2005	52.3	3.9	80	7680	63.5	14.8	97
DIVORCED/SEPARATED/WIDOWED	7804	1751	9.4	22.4	95	*270	9.8	3.5	100	*402	10.5	5.2	107	1079	8.9	13.8	91
PARENTS	25372	6304	33.8	24.8	105	867	31.5	3.4	98	1006	26.2	4.0	82	4431	36.7	17.5	115
WHITE	69658	16008	85.7	23.0	98	2127	77.2	3.1	88	3103	81.0	4.5	92	10778	89.2	15.5	101
BLACK	7909	2133	11.4	27.0	114	510	18.5	6.4	186	648	16.9	8.2	169	975	8.1	12.3	81
OTHER	1696	*532	2.8	31.4	133	**118	4.3	7.0	200	**82	2.1	4.8	100	*332	2.7	19.6	128
NORTHEAST-CENSUS	17202	3844	20.6	22.3	95	628	22.8	3.7	105	802	20.9	4.7	96	2414	20.0	14.0	92
NORTH CENTRAL	20461	4469	23.9	21.8	93	*530	19.2	2.6	75	903	23.6	4.4	91	3036	25.1	14.8	97
SOUTH	26695	5876	31.5	22.0	93	915	33.2	3.4	99	1432	37.4	5.4	111	3529	29.2	13.2	87
WEST	14906	4483	24.0	30.1	128	681	24.7	4.6	131	696	18.2	4.7	97	3106	25.7	20.8	137
NORTHEAST-MKTG.	17962	3995	21.4	22.2	94	693	25.2	3.9	111	832	21.7	4.6	96	2471	20.4	13.8	90
EAST CENTRAL	11741	2371	12.7	20.2	86	*259	9.4	2.2	63	503	13.1	4.3	89	1609	13.3	13.7	90
WEST CENTRAL	13518	3168	17.0	23.4	99	*404	14.7	3.0	86	591	15.4	4.4	90	2173	18.0	16.1	105
SOUTH	23168	5236	28.0	22.6	96	789	28.6	3.4	98	1274	33.2	5.5	114	3173	26.3	13.7	90
PACIFIC	12874	3903	20.9	30.3	129	*609	22.1	4.7	136	*634	16.5	4.9	102	2660	22.0	20.7	136
COUNTY SIZE A	32596	8875	47.5	27.2	116	1339	48.6	4.1	118	1937	50.5	5.9	123	5599	46.3	17.2	113
COUNTY SIZE B	23814	5550	29.7	23.3	99	728	26.4	3.1	88	1027	26.8	4.3	89	3795	31.4	15.9	105
COUNTY SIZE C	12663	2636	14.1	20.8	88	*379	13.8	3.0	86	*568	14.8	4.5	93	1689	14.0	13.3	87
COUNTY SIZE D	10190	1612	8.6	15.8	67	**309	11.2	3.0	87	**300	7.8	2.9	61	1003	8.3	9.8	65
METRO CENTRAL CITY	23190	6446	34.5	27.8	118	1202	43.6	5.2	149	1476	38.5	6.4	132	3769	31.2	16.3	107
METRO SUBURBAN	36920	8872	47.5	24.0	102	1021	37.1	2.8	80	1620	42.3	4.4	91	6232	51.6	16.9	111
NON METRO	19152	3354	18.0	17.5	74	*532	19.3	2.8	80	737	19.2	3.8	80	2085	17.3	10.9	71
TOP 5 ADI'S	18703	5102	27.3	27.3	116	982	35.6	5.3	151	1038	27.1	5.5	115	3083	25.5	16.5	108
TOP 10 ADI'S	26158	6855	36.7	26.2	111	1203	43.7	4.6	132	1518	39.6	5.8	120	4135	34.2	15.8	104
TOP 20 ADI'S	36612	9557	51.2	26.1	111	1540	55.9	4.2	121	2047	53.4	5.6	116	5970	49.4	16.3	107
MSHLD INC. \$50,000 OR MORE	9326	2315	12.4	24.8	105	**223	8.1	2.4	69	*341	8.9	3.7	76	1750	14.5	18.8	123
\$40,000 OR MORE	18002	4605	24.7	25.6	109	522	18.9	2.9	83	868	22.6	4.8	100	3215	26.6	17.9	117
\$30,000 OR MORE	31361	8310	44.5	26.5	112	988	35.9	3.2	91	1551	40.5	4.9	102	5771	47.8	18.4	121
\$25,000 OR MORE	39858	10522	56.3	26.4	112	1281	46.5	3.2	92	1911	49.9	4.8	99	7330	60.7	18.4	121
\$20,000 - \$24,999	8664	1976	10.6	22.8	97	*268	9.7	3.1	89	*572	14.9	6.6	137	1136	9.4	13.1	86
\$15,000 - \$19,999	7964	1782	9.5	22.4	95	*237	8.6	3.0	86	*420	11.0	5.3	109	1125	9.3	14.1	93
\$10,000 - \$14,999	11093	2183	11.7	19.7	84	464	16.8	4.2	120	*386	10.1	3.5	72	1333	11.0	12.0	79
UNDER \$10,000	11683	2210	11.8	18.9	80	*505	18.3	4.3	124	*543	14.2	4.6	96	1161	9.6	9.9	65
HOUSEHOLD OF 1 PERSON	7453	1727	9.2	23.2	98	372	13.5	5.0	144	318	8.3	4.3	88	1038	8.6	13.9	91
2 PEOPLE	24757	5104	27.3	20.6	88	607	22.0	2.5	71	1192	31.1	4.8	100	3306	27.4	13.4	88
3 OR 4 PEOPLE	32682	8314	44.5	25.4	108	1163	42.2	3.6	102	1689	44.1	5.2	107	5462	45.2	16.7	110
5 OR MORE PEOPLE	14370	3528	18.9	24.6	104	*614	22.3	4.3	123	*634	16.5	4.4	91	2280	18.9	15.9	104
NO CHILD IN MSHLD	46768	10342	55.4	22.1	94	1503	54.6	3.2	92	2369	61.8	5.1	105	6471	53.5	13.8	91
CHILD(REN) UNDER 2 YRS	4799	1244	6.7	25.9	110	**99	3.6	2.1	59	**238	6.2	5.0	103	907	7.5	18.9	124
2 - 5 YEARS	11125	2936	15.7	26.4	112	*292	10.6	2.6	76	*525	13.7	4.7	98	2118	17.5	19.0	125
6 - 11 YEARS	14193	3969	21.3	28.0	119	548	19.9	3.9	111	773	20.2	5.4	113	2648	21.9	18.7	122
12 - 17 YEARS	17402	4214	22.6	24.2	103	750	27.2	4.3	124	860	22.4	4.9	102	2605	21.6	15.0	98
RESIDENCE OWNED	56398	12118	64.9	21.5	91	1644	59.7	2.9	84	2155	56.2	3.8	79	8319	68.8	14.8	97
VALUE: \$50,000 OR MORE	34811	8189	43.9	23.5	100	996	36.2	2.9	82	1495	39.0	4.3	89	5698	47.1	16.4	107
VALUE: UNDER \$50,000	21587	3929	21.0	18.2	77	*647	23.5	3.0	86	*661	17.2	3.1	63	2621	21.7	12.1	80

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	18673	100.0	23.6	100	2755	100.0	3.5	100	3833	100.0	4.8	100	12085	100.0	15.2	100
MAGAZINES	QUINTILE 1	16033	5066	27.1	31.6	134	616	22.4	3.8	111	1041	27.2	6.5	134	3409	28.2	21.3	139
	QUINTILE 2	15354	4048	21.7	26.4	112	561	20.4	3.7	105	825	21.5	5.4	111	2662	22.0	17.3	114
	QUINTILE 3	15888	3569	19.1	22.5	95	510	18.5	3.2	92	779	20.3	4.9	101	2280	18.9	14.4	94
	QUINTILE 4	17310	3683	19.7	21.3	90	535	19.4	3.1	89	689	18.0	4.0	82	2459	20.3	14.2	93
	QUINTILE 5	14677	2307	12.4	15.7	67	533	19.3	3.6	104	*499	13.0	3.4	70	1275	10.6	8.7	57
NEWSPAPERS	QUINTILE 1	15277	4090	21.9	26.8	114	507	18.4	3.3	95	868	22.6	5.7	117	2715	22.5	17.8	117
	QUINTILE 2	22745	5398	28.9	23.7	101	709	25.7	3.1	90	1078	28.1	4.7	98	3612	29.9	15.9	104
	QUINTILE 3	10692	2549	13.7	23.8	101	*387	14.0	3.6	104	*395	10.3	3.7	76	1767	14.6	16.5	108
	QUINTILE 4	11646	2925	15.7	25.1	107	*483	17.5	4.1	119	655	17.1	5.6	116	1788	14.8	15.4	101
	QUINTILE 5	18903	3711	19.9	19.6	83	670	24.3	3.5	102	838	21.9	4.4	92	2203	18.2	11.7	76
OUTDOOR	QUINTILE 1	16620	4413	23.6	26.6	113	461	16.7	2.8	80	768	20.0	4.6	96	3185	26.4	19.2	126
	QUINTILE 2	16377	4374	23.4	26.7	113	824	29.9	5.0	145	841	21.9	5.1	106	2709	22.4	16.5	108
	QUINTILE 3	15995	3631	19.4	22.7	96	512	18.6	3.2	92	772	20.1	4.8	100	2347	19.4	14.7	96
	QUINTILE 4	15592	3439	18.4	22.1	94	450	16.3	2.9	83	725	18.9	4.6	96	2264	18.7	14.5	95
	QUINTILE 5	14679	2816	15.1	19.2	81	508	18.4	3.5	100	728	19.0	5.0	103	1580	13.1	10.8	71
RADIO-DRIVE TIME	QUINTILE 1	15746	3800	20.4	24.1	102	583	21.2	3.7	107	926	24.2	5.9	122	2292	19.0	14.6	95
	QUINTILE 2	15067	3768	20.2	25.0	106	619	22.5	4.1	118	789	20.6	5.2	108	2359	19.5	15.7	103
	QUINTILE 3	15631	3781	20.2	24.2	103	420	15.2	2.7	77	759	19.8	4.9	100	2602	21.5	16.6	109
	QUINTILE 4	16245	4066	21.8	25.0	106	597	21.7	3.7	106	760	19.8	4.7	97	2708	22.4	16.7	109
	QUINTILE 5	16573	3257	17.4	19.7	83	*535	19.4	3.2	93	598	15.6	3.6	75	2124	17.6	12.8	84
RADIO-MID- DAY	TERCILE 1	21788	5451	29.2	25.0	106	744	27.0	3.4	98	1296	33.8	5.9	123	3412	28.2	15.7	103
	TERCILE 2	21151	4917	26.3	23.2	99	814	29.5	3.8	111	978	25.5	4.6	96	3124	25.9	14.8	97
	TERCILE 3	36323	8305	44.5	22.9	97	1197	43.4	3.3	95	1559	40.7	4.3	89	5549	45.9	15.3	100
RADIO-TOTAL	QUINTILE 1	15977	3953	21.2	24.7	105	625	22.7	3.9	113	933	24.3	5.8	121	2396	19.8	15.0	98
	QUINTILE 2	15923	4123	22.1	25.9	110	595	21.6	3.7	108	932	24.3	5.9	121	2596	21.5	16.3	107
	QUINTILE 3	14980	3744	20.1	25.0	106	479	17.4	3.2	92	756	19.7	5.0	104	2509	20.8	16.7	110
	QUINTILE 4	17123	4036	21.6	23.6	100	527	19.1	3.1	89	793	20.7	4.6	96	2715	22.5	15.9	104
	QUINTILE 5	15260	2817	15.1	18.5	78	529	19.2	3.5	100	*418	10.9	2.7	57	1870	15.5	12.3	80
TV-PRIME TIME	QUINTILE 1	15674	3388	18.1	21.6	92	*354	12.8	2.3	65	607	15.8	3.9	80	2427	20.1	15.5	102
	QUINTILE 2	15944	3895	20.9	24.4	104	564	20.5	3.5	102	791	20.6	5.0	103	2540	21.0	15.9	104
	QUINTILE 3	16037	3853	20.6	24.0	102	706	25.6	4.4	127	751	19.6	4.7	97	2396	19.8	14.9	98
	QUINTILE 4	15412	3671	19.7	23.8	101	592	21.5	3.8	111	898	23.4	5.8	120	2182	18.1	14.2	93
	QUINTILE 5	16194	3866	20.7	23.9	101	539	19.6	3.3	96	786	20.5	4.9	100	2541	21.0	15.7	103
TV-DAYTIME	TERCILE 1	19156	3920	21.0	20.5	87	592	21.5	3.1	89	767	20.0	4.0	83	2561	21.2	13.4	88
	TERCILE 2	19343	4870	26.1	25.2	107	749	27.2	3.9	111	1082	28.2	5.6	116	3039	25.1	15.7	103
	TERCILE 3	40764	9883	52.9	24.2	103	1414	51.3	3.5	100	1984	51.8	4.9	101	6485	53.7	15.9	104
TV-TOTAL	QUINTILE 1	15844	3501	18.7	22.1	94	419	15.2	2.6	76	739	19.3	4.7	96	2344	19.4	14.8	97
	QUINTILE 2	15767	3509	18.8	22.3	94	529	19.2	3.4	97	834	21.8	5.3	109	2146	17.8	13.6	89
	QUINTILE 3	15775	3874	20.7	24.6	104	632	22.9	4.0	115	707	18.4	4.5	93	2535	21.0	16.1	105
	QUINTILE 4	15903	3753	20.1	23.6	100	542	19.7	3.4	98	788	20.6	5.0	102	2424	20.1	15.2	100
	QUINTILE 5	15974	4036	21.6	25.3	107	634	23.0	4.0	114	765	20.0	4.8	99	2637	21.8	16.5	108
MAGAZINES-NEWSPAPERS: DUAL		21225	6296	33.7	29.7	126	835	30.3	3.9	113	1363	35.6	6.4	133	4099	33.9	19.3	127
MAGAZINE IMPERATIVE		17728	4635	24.8	26.1	111	654	23.7	3.7	106	893	23.3	5.0	104	3088	25.6	17.4	114
NEWSPAPER IMPERATIVE		22987	4484	24.0	19.5	83	632	22.9	2.7	79	830	21.7	3.6	75	3023	25.0	13.2	86
MAGAZINES-OUTDOOR: DUAL		16244	4695	25.1	28.9	123	592	21.5	3.6	105	799	20.8	4.9	102	3305	27.3	20.3	133
MAGAZINE IMPERATIVE		24016	6226	33.3	25.9	110	861	31.3	3.6	103	1418	37.0	5.9	122	3948	32.7	16.4	108
OUTDOOR IMPERATIVE		26020	5816	31.1	22.4	95	1021	37.1	3.9	113	1139	29.7	4.4	91	3656	30.3	14.1	92
MAGAZINES-RADIO: DUAL		16918	4881	26.1	28.9	122	714	25.9	4.2	121	1076	28.1	6.4	132	3092	25.6	18.3	120
MAGAZINE IMPERATIVE		23456	6150	32.9	26.2	111	726	26.4	3.1	89	1174	30.6	5.0	104	4251	35.2	18.1	119
RADIO IMPERATIVE		23900	5156	27.6	21.6	92	784	28.5	3.3	*94	1150	30.0	4.8	100	3223	26.7	13.5	88
MAGAZINES-TELEVISION: DUAL		15791	4240	22.7	26.9	114	541	19.6	3.4	99	951	24.8	6.0	125	2748	22.7	17.4	114
MAGAZINE IMPERATIVE		25476	7101	38.0	27.9	118	973	35.3	3.8	110	1397	36.4	5.5	113	4731	39.1	18.6	122
TELEVISION IMPERATIVE		25744	4920	26.3	19.1	81	790	28.7	3.1	88	1077	28.1	4.2	87	3053	25.3	11.9	78
NEWSPAPERS-OUTDOOR: DUAL		17628	4709	25.2	26.7	113	617	22.4	3.5	101	858	22.4	4.9	101	3234	26.8	18.3	120
NEWSPAPER IMPERATIVE		26414	6054	32.4	22.9	97	791	28.7	3.0	86	1320	34.4	5.0	103	3942	32.6	14.9	98
OUTDOOR IMPERATIVE		23059	5674	30.4	24.6	104	1005	36.5	4.4	125	1081	28.2	4.7	97	3587	29.7	15.6	102
NEWSPAPERS-RADIO: DUAL		17996	4740	25.4	26.3	112	656	23.8	3.6	105	*959	25.0	5.3	110	3125	25.9	17.4	114
NEWSPAPER IMPERATIVE		26269	6292	33.7	24.0	102	743	27.0	2.8	81	1210	31.6	4.6	95	4339	35.9	16.5	108
RADIO IMPERATIVE		21342	5184	27.8	24.3	103	832	30.2	3.9	112	1250	32.6	5.9	121	3103	25.7	14.5	95
NEWSPAPERS-TELEVISION: DUAL		17359	4102	22.0	23.6	100	504	18.3	2.9	84	892	23.3	5.1	106	2706	22.4	15.6	102
NEWSPAPER IMPERATIVE		26889	7085	37.9	26.3	112	906	32.9	3.4	97	1336	34.9	5.0	103	4842	40.1	18.0	118
TELEVISION IMPERATIVE		21698	4642	24.9	21.4	91	749	27.2	3.5	99	964	25.2	4.4	92	2929	24.2	13.5	89
OUTDOOR-RADIO: DUAL		16456	4208	22.5	25.6	109	581	21.1	3.5	102	904	23.6	5.5	114	2722	22.5	16.5	108
OUTDOOR IMPERATIVE		25870	6507	34.8	25.2	107	1000	36.3	3.9	111								

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	18673	100.0	23.6	100	2755	100.0	3.5	100	3833	100.0	4.8	100	12085	100.0	15.2	100
ATLANTIC MONTHLY	452	*235	1.3	52.0	221	**46	1.7	10.2	293	**75	2.0	16.6	343	**114	0.9	25.2	165
BARRON'S	1058	340	1.8	32.1	136	**80	2.9	7.6	218	**62	1.6	5.9	121	*198	1.6	18.7	123
BETTER HOMES & GARDENS	4773	1380	7.4	28.9	123	**132	4.8	2.8	80	298	7.8	6.2	129	950	7.9	19.9	131
BON APPETIT	1037	374	2.0	36.1	153	**63	2.3	6.1	175	**145	3.8	14.0	289	166	1.4	16.0	105
BUSINESS WEEK	3193	1081	5.8	33.9	144	**118	4.3	3.7	106	333	8.7	10.4	216	630	5.2	19.7	129
CAR AND DRIVER	2705	899	4.8	33.2	141	*173	6.3	6.4	184	*177	4.6	6.5	135	550	4.6	20.3	133
CBS MAGAZINE NETWORK (GROSS)	5678	1893	10.1	33.3	142	*449	16.3	7.9	228	453	11.8	8.0	165	992	8.2	17.5	115
CHANGING TIMES	1847	577	3.1	31.2	133	**99	3.6	5.4	154	**92	2.4	5.0	103	387	3.2	21.0	137
COLONIAL HOMES	492	*142	0.8	28.9	123	**47	1.7	9.6	275	**23	0.6	4.7	97	**72	0.6	14.6	96
CONDE NAST MAG. PKG. (GROSS)	2066	800	4.3	38.7	164	**251	9.1	12.1	350	**123	3.2	6.0	123	425	3.5	20.6	135
CONSUMERS DIGEST	1719	457	2.4	26.6	113	**86	3.1	5.0	144	**69	1.8	4.0	83	301	2.5	17.5	115
COSMOPOLITAN	1762	614	3.3	34.8	148	**74	2.7	4.2	121	*97	2.5	5.5	114	443	3.7	25.1	165
COUNTRY LIVING	1110	334	1.8	30.1	128	**105	3.8	9.5	272	**44	1.1	4.0	82	*185	1.5	16.7	109
CUISINE	660	*229	1.2	34.7	147	**59	2.1	8.9	257	**38	1.0	5.8	119	*132	1.1	20.0	131
CYCLE WORLD	1924	527	2.8	27.4	116	**133	4.8	6.9	199	**118	3.1	6.1	127	*276	2.3	14.3	94
DCI:CREATIVE IDEAS FOR LIV	437	*161	0.9	36.8	156	**49	1.8	11.2	323	**23	0.6	5.3	109	**89	0.7	20.4	134
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	721	3.9	28.9	123	**168	6.1	6.7	194	*107	2.8	4.3	89	445	3.7	17.9	117
DISCOVER	1279	440	2.4	34.4	146	**125	4.5	9.8	281	**44	1.1	3.4	71	270	2.2	21.1	138
EBONY	2898	785	4.2	27.1	115	*247	9.0	8.5	245	218	5.7	7.5	156	321	2.7	11.1	73
ESQUIRE	1384	394	2.1	28.5	121	**93	3.4	6.7	193	**85	2.2	6.1	127	*215	1.8	15.5	102
ESSENCE	850	346	1.9	40.7	173	**127	4.6	14.9	430	**44	1.1	5.2	107	*174	1.4	20.5	134
FAMILY CIRCLE	2430	603	3.2	24.8	105	**77	2.8	3.2	91	**25	2.2	3.5	72	441	3.6	18.1	119
THE FAMILY HANDYMAN	2356	566	3.0	24.0	102	**75	2.7	3.2	92	**102	2.7	4.3	90	390	3.2	16.6	109
FAMILY WEEKLY	11533	2366	12.7	20.5	87	334	12.1	2.9	83	360	9.4	3.1	65	1673	13.8	14.5	95
FIELD & STREAM	7444	1740	9.3	23.4	99	*239	8.7	3.2	92	296	7.7	4.0	82	1206	10.0	16.2	106
FOOD & WINE	416	*169	0.9	40.6	172	**55	2.0	13.2	380	**21	0.5	5.0	104	**94	0.8	22.6	148
FORBES	1865	609	3.3	32.7	139	**96	3.5	5.1	148	*165	4.3	8.8	183	347	2.9	18.6	122
FORTUNE	1849	646	3.5	34.9	148	**88	3.2	4.8	137	*112	2.9	6.1	125	447	3.7	24.2	159
GENTLEMEN'S QUARTERLY	2284	858	4.6	37.6	159	**174	6.3	7.6	219	*222	5.8	9.7	201	462	3.8	20.2	133
GLAMOUR	538	*240	1.3	44.6	189	**52	1.9	9.7	278	**15	0.4	2.8	58	*173	1.4	32.2	211
GOLF DIGEST	1649	509	2.7	30.9	131	**81	2.9	4.9	141	**115	3.0	7.0	144	313	2.6	19.0	124
GOLF DIGEST/TENNIS (GROSS)	2294	719	3.9	31.3	133	**136	4.9	5.9	171	*138	3.6	6.0	124	445	3.7	19.4	127
GOLF MAGAZINE	1577	448	2.4	28.4	121	**101	3.7	6.4	184	*76	2.0	4.8	100	271	2.2	17.2	113
GOLF MAGAZINE/SKI (GROSS)	2487	683	3.7	27.5	117	**162	5.9	6.5	187	*114	3.0	4.6	95	407	3.4	16.4	107
GOOD HOUSEKEEPING	2569	626	3.4	24.4	103	**80	2.9	3.1	90	*115	3.0	4.5	93	431	3.6	16.8	110
HARPER'S BAZAAR	431	**208	1.1	48.3	205	**70	2.5	16.2	467	**29	0.8	6.7	139	**108	0.9	25.1	164
HEALTH	788	*202	1.1	25.6	109	**60	2.2	7.6	219	**15	0.4	1.9	39	*127	1.1	16.1	106
HEARST MAG CORP. BUY (GROSS)	18781	5456	29.2	29.1	123	939	34.1	5.0	144	1012	26.4	5.4	111	3505	29.0	18.7	122
HEARST MAN POWER (GROSS)	9169	2459	13.2	26.8	114	358	13.0	3.9	112	524	13.7	5.7	118	1576	13.0	17.2	113
HEARST WOMAN POWER (GROSS)	5452	1520	8.1	27.9	118	*204	7.4	3.7	108	227	5.9	4.2	86	1089	9.0	20.0	131
HOUSE BEAUTIFUL	1020	363	1.9	35.6	151	**56	2.0	5.5	158	**50	1.3	4.9	101	*257	2.1	25.2	165
INC.	993	396	2.1	39.9	169	**59	2.1	5.9	171	**102	2.7	10.3	212	*235	1.9	23.7	155
JET	2808	890	4.8	31.7	135	*257	9.3	9.2	263	280	7.3	10.0	206	353	2.9	12.6	82
LADIES' HOME JOURNAL	1868	443	2.4	23.7	101	**48	1.7	2.6	74	*153	4.0	8.2	169	*242	2.0	13.0	85
LHJ FAMILY GRP CONBO(GROSS)	3582	965	5.2	26.9	114	**193	7.0	5.4	155	*232	6.1	6.5	134	539	4.5	15.0	99
LIFE	4817	1365	7.3	28.3	120	287	10.4	6.0	171	248	6.5	5.1	106	830	6.9	17.2	113
L.A. TIMES HOME MAGAZINE	1465	559	3.0	38.2	162	**34	1.2	2.3	67	**95	2.5	6.5	134	430	3.6	29.4	193
MADMOISELLE	460	**189	1.0	41.1	174	**43	1.6	9.3	269	*54	1.4	11.7	243	**92	0.8	20.0	131
MC CALL'S	1764	505	2.7	28.6	122	**94	3.4	5.3	153	*90	2.3	5.1	106	320	2.6	18.1	119
MC CALL'S/HRK MOTHER (GROSS)	2062	613	3.3	29.7	126	**137	5.0	6.6	191	*107	2.8	5.2	107	369	3.1	17.9	117
MECHANIX ILLUSTRATED	3625	946	5.1	26.1	111	**113	4.1	3.1	90	*250	6.5	6.9	143	584	4.8	16.1	106
METROPOLITAN HOME	4915	*155	0.8	31.3	133	**52	1.9	10.5	302	**25	0.7	5.1	104	*79	0.7	16.0	105
MONEY	3017	1104	5.9	36.6	155	**120	4.4	4.0	114	*236	6.2	7.8	162	748	6.2	24.8	163
MOTHER EARTH NEWS	1203	459	2.5	38.2	162	*107	3.9	8.9	256	*62	1.6	5.2	107	290	2.4	24.1	158
MS.	*257	**105	0.6	40.9	173	**69	2.5	26.8	772	*7	0.2	2.7	56	*229	0.2	11.3	74
NATIONAL ENQUIRER	6921	1581	8.5	22.8	97	339	12.3	4.9	141	307	8.0	4.4	92	935	7.7	13.5	89
NATIONAL GEOGRAPHIC	11626	3282	17.6	28.2	120	492	17.9	4.2	122	589	15.4	5.1	105	2201	18.2	18.9	124
NATIONAL SUNDAY MAGAZINE PKG	49424	12582	67.4	25.5	108	1693	61.5	3.4	99	2499	65.2	5.1	105	8390	69.4	17.0	111
NATURAL HISTORY	753	*258	1.4	34.3	145	*100	3.6	13.3	382	*39	1.0	5.2	107	*119	1.0	15.8	104
NEW WOMAN	*296	**125	0.7	42.2	179	*70	2.5	23.6	680	*14	0.4	4.7	98	*41	0.3	13.9	91
NEW YORK INCLUDING CUE	541	*145	0.8	26.8	114	**50	1.8	9.2	266	*34	0.9	6.3	130	*61	0.5	11.3	74
THE NEW YORKER	1078	440	2.4	40.8	173	**69	2.5	6.4	184	*62	1.6	5.8	119	310	2.6	28.8	189
NEWSWEEK	9602	2717	14.6	28.3	120	337	12.2	3.5	101	561	14.6	5.8	121	1818	15.0	18.9	124
THE N.Y. TIMES DAILY EDITION	1376	416	2.2	30.2	128	*84	3.0	6.1	176	*137	3.6	10.0	206	195	1.6	14.2	93
THE N.Y. TIMES MAGAZINE	2110	630	3.4	29.9	127	*50	1.8	2.4	68	199	5.2	9.4	195	381	3.2	18.1	118
OMNI	1927	808	4.3	41.9	178	**131	4.8	6.8	196	*229	6.0	11.9	246	448	3.7	23.2	152
ON CABLE	911	*231	1.2	25.4	108	**66	2.4	7.2	208	*45	1.2	4.9	102	*120	1.0	13.2	86
1001 HOME IDEAS	927	320	1.7	34.5	147	**86	3.1	9.3	267	*64	1.7	6.9	143	*170	1.4	18.3	120
ORGANIC GARDENING	1430	332	1.8	23.2	99	*64	2.3	4.5	129	*55	1.4	3.8	80	*212	1.8	14.8	97
OUTDOOR LIFE	4064	951	5.1	23.4	99	*94	3.4	2.3	67	*132	3.4	3.2	67	726	6.0	17.9	117
PARADE MAGAZINE	24538	6480	34.7	26.4	112	994	36.1	4.1	117	1258	32.8	5.1	106	4228	35.0	17.2	113

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX
TOTAL MALES	79263	18673	100.0	23.6	100	2755	100.0	3.5	100	3833	100.0	4.8	100	12085	100.0	15.2	100
PARENTS	1126	382	2.0	33.9	144	**73	2.6	6.5	187	**54	1.4	4.8	99	*255	2.1	22.6	149
PENTHOUSE	4157	1503	8.0	36.2	153	353	12.8	8.5	244	348	9.1	8.4	173	802	6.6	19.3	127
PEOPLE	7591	2311	12.4	30.4	129	336	12.2	4.4	127	497	13.0	6.5	135	1478	12.2	19.5	128
PLAYBOY	8379	3031	16.2	36.2	154	469	17.0	5.6	161	587	15.3	7.0	145	1975	16.3	23.6	155
POPULAR HOT RODDING	2110	645	3.5	30.6	130	**118	4.3	5.6	161	*201	5.2	9.5	197	*326	2.7	15.5	101
POPULAR MECHANICS	4850	1212	6.5	25.0	106	*164	6.0	3.4	97	*256	6.7	5.3	109	792	6.6	16.3	107
POPULAR SCIENCE	3397	1156	6.2	34.0	144	*158	5.7	4.7	134	*185	4.8	5.4	113	814	6.7	24.0	157
PREVENTION	1720	436	2.3	25.3	108	*87	3.2	5.1	146	*57	1.5	3.3	69	293	2.4	17.0	112
PSYCHOLOGY TODAY	1344	492	2.6	36.6	155	**157	5.7	11.7	336	**76	2.0	5.7	117	259	2.1	19.3	126
READER'S DIGEST	16016	3515	18.8	21.9	93	400	14.5	2.5	72	619	16.1	3.9	80	2496	20.7	15.6	102
REDBOOK	1121	*280	1.5	25.0	106	**50	1.8	4.5	128	**15	0.4	1.3	28	*215	1.8	19.2	126
ROAD & TRACK	2161	663	3.6	30.7	130	**128	4.6	5.9	170	*173	4.5	8.0	166	362	3.0	16.8	110
ROLLING STONE	1948	802	4.3	41.2	175	**130	4.7	6.7	192	*271	7.1	13.9	288	401	3.3	20.6	135
RUNNER'S WORLD	899	*265	1.4	29.5	125	**65	2.4	7.2	208	**18	0.5	2.0	41	*182	1.5	20.2	133
SATURDAY EVENING POST	841	*247	1.3	29.4	125	**79	2.9	9.4	270	**28	0.7	3.3	69	*140	1.2	16.6	109
SCIENCE 84	841	377	2.0	44.8	190	**67	2.4	8.0	229	**55	1.4	6.5	135	*254	2.1	30.2	198
SCIENCE DIGEST	1194	444	2.4	37.2	158	**86	3.1	7.2	207	**83	2.2	7.0	144	*275	2.3	23.0	151
SCIENTIFIC AMERICAN	1379	507	2.7	36.8	156	**118	4.3	8.6	246	**68	1.8	4.9	102	321	2.7	23.3	153
SELF	436	**128	0.7	29.4	125	**56	2.0	12.8	370	**10	0.3	2.3	47	**62	0.5	14.2	93
SEVENTEEN	614	**152	0.8	24.8	105	**47	1.7	7.7	220	**10	0.3	1.6	34	**94	0.8	15.3	100
SKI	910	235	1.3	25.8	110	**61	2.2	6.7	193	**38	1.0	4.2	86	*136	1.1	14.9	98
SMITHSONIAN	2937	944	5.1	32.1	136	**111	4.0	3.8	109	270	7.0	9.2	190	563	4.7	19.2	126
SOAP OPERA DIGEST	545	*189	1.0	34.7	147	**82	3.0	15.0	433	**5	0.1	0.9	19	**103	0.9	18.9	124
SOUTHERN LIVING	2054	560	3.0	27.3	116	**119	4.3	5.8	167	**84	2.2	4.1	85	356	2.9	17.3	114
SPORT	2799	743	4.0	26.5	113	**168	6.1	6.0	173	*148	3.9	5.3	109	427	3.5	15.3	100
THE SPORTING NEWS	1938	567	3.0	29.3	124	**93	3.4	4.8	138	*132	3.4	6.8	141	342	2.8	17.6	116
SPORTS AFIELD	3125	802	4.3	25.7	109	**108	3.9	3.5	99	*185	4.8	5.9	122	510	4.2	16.3	107
SPORTS ILLUSTRATED	11159	2888	15.5	25.9	110	355	12.9	3.2	92	609	15.9	5.5	113	1924	15.9	17.2	113
STAR	4095	896	4.8	21.9	93	*173	6.3	4.2	122	*169	4.4	4.1	85	554	4.6	13.5	89
SUNDAY	25169	6466	34.6	25.7	109	885	32.1	3.5	101	1416	36.9	5.6	116	4165	34.5	16.5	109
SUNSET	1294	424	2.3	32.8	139	**113	4.1	8.7	251	**64	1.7	4.9	102	*248	2.1	19.2	126
TV GUIDE	18508	4676	25.0	25.3	107	625	22.7	3.4	97	999	26.1	5.4	112	3053	25.3	16.5	108
TENNIS	645	*210	1.1	32.6	138	**55	2.0	8.5	245	*24	0.6	3.7	77	**132	1.1	20.5	134
TIME	12124	3583	19.2	29.6	125	521	18.9	4.3	124	745	19.4	6.1	127	2317	19.2	19.1	125
TOWN & COUNTRY	493	*211	1.1	42.8	182	**46	1.7	9.3	268	**84	2.2	17.0	352	**82	0.7	16.6	109
TRAVEL & LEISURE	1122	312	1.7	27.8	118	**67	2.4	6.0	172	**48	1.3	4.3	88	*196	1.6	17.5	115
TRUE STORY	690	**210	1.1	30.4	129	**60	2.2	8.7	250	*116	0.4	2.3	48	**135	1.1	19.6	128
U.S. NEWS & WORLD REPORT	6571	1658	8.9	25.2	107	*200	7.3	3.0	88	363	9.5	5.5	114	1095	9.1	16.7	109
USA TODAY	3120	882	4.7	28.3	120	**74	2.7	2.4	68	*201	5.2	6.4	133	607	5.0	19.5	128
US	1315	459	2.5	34.9	148	**124	4.5	9.4	271	**110	2.9	8.4	173	*225	1.9	17.1	112
VOGUE	632	*242	1.3	38.3	163	**99	3.6	15.7	451	**44	1.1	7.0	144	**99	0.8	15.7	103
WALL STREET JOURNAL	4247	1278	6.8	30.1	128	*183	6.6	4.3	124	312	8.1	7.3	152	783	6.5	18.4	121
WEIGHT WATCHERS	398	**87	0.5	21.9	93	*113	0.5	3.3	94	*112	0.3	3.0	62	**63	0.5	15.8	104
WOMAN'S DAY	1139	332	1.8	29.1	124	**90	3.3	7.9	227	*36	0.9	3.2	65	*206	1.7	18.1	119
WORKING WOMAN	*298	**108	0.6	36.2	154	**43	1.6	14.4	415	*116	0.4	5.4	111	**49	0.4	16.4	108
WORKING WOMAN	327	**142	0.8	43.4	184	**43	1.6	13.1	378	*26	0.7	8.0	164	*773	0.6	22.3	146
WORLD TENNIS	397	**188	1.0	47.4	201	**48	1.7	12.1	348	*38	1.0	9.6	198	**103	0.9	25.9	170
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3318	17.8	34.4	146	752	27.3	7.8	225	594	15.5	6.2	127	1973	16.3	20.5	134
BLAIR INSERTS	43762	11549	61.8	26.4	112	1523	55.3	3.5	100	2334	60.9	5.3	110	7692	63.6	17.6	115
DAILY NEWSPAPERS																	
READ ANY	52459	12709	68.1	24.2	103	1825	66.2	3.5	100	2519	65.7	4.8	99	8365	69.2	15.9	105
READ ONE	41891	10043	53.8	24.0	102	1511	54.8	3.6	104	1976	51.6	4.7	98	6556	54.2	15.7	103
READ TWO OR MORE	10568	2666	14.3	25.2	107	314	11.4	3.0	85	542	14.1	5.1	106	1809	15.0	17.1	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	13235	70.9	25.5	108	1747	63.4	3.4	97	2671	69.7	5.1	106	8817	73.0	17.0	111
READ ONE	44561	11277	60.4	25.3	107	1573	57.1	3.5	102	2206	57.6	5.0	102	7498	62.0	16.8	110
READ TWO OR MORE	7368	1958	10.5	26.6	113	*174	6.3	2.4	68	465	12.1	6.3	131	1319	10.9	17.9	117
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.62				29.93				27.23				34.81			
30 DAY REACH	71522	17123	91.7	23.9	102	2432	88.3	3.4	98	3385	88.3	4.7	98	11307	93.6	15.8	104
50 SHWG - 30 DAY AV FREQ	15.55	16.93				15.25				14.26				18.09			
30 DAY REACH	68168	16508	88.4	24.2	103	2385	86.6	3.5	101	3239	84.5	4.8	98	10884	90.1	16.0	105
25 SHWG - 30 DAY AV FREQ	8.43	9.05				8.32				7.62				9.64			
30 DAY REACH	62898	15424	82.6	24.5	104	2189	79.5	3.5	100	3024	78.9	4.8	99	10210	84.5	16.2	106
CABLE TV: HOME WIRED	31664	7789	41.7	24.6	104	1135	41.2	3.6	103	1548	40.4	4.9	101	5106	42.3	16.1	106
HOME NOT WIRED	47599	10884	58.3	22.9	97	1620	58.8	3.4	98	2285	59.6	4.8	99	6979	57.7	14.7	96
HAVE PAY CABLE	17139	4537	24.3	26.5	112	657	23.8	3.8	110	896	23.4	5.2	108	2985	24.7	17.4	114

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	19828	100.0	22.4	100	2357	100.0	2.7	100	3318	100.0	3.8	100	14153	100.0	16.0	100
FEMALE HOMEMAERS	80986	17397	87.7	21.5	96	1889	80.1	2.3	88	3075	92.7	3.8	101	12432	87.8	15.4	96
EMPLOYED MOTHERS	18702	4910	24.8	26.3	117	*476	20.2	2.5	96	859	25.9	4.6	122	3576	25.3	19.1	120
18 - 24	14726	4513	22.8	30.6	137	*770	32.7	5.2	196	*628	18.9	4.3	114	3115	22.0	21.2	132
25 - 34	20202	5776	29.1	28.6	128	*418	17.7	2.1	78	1019	30.7	5.0	134	4340	30.7	21.5	134
35 - 44	14781	3587	18.1	24.3	108	*392	16.6	2.7	100	540	16.3	3.7	97	2655	18.8	18.0	112
45 - 54	11449	2355	11.9	20.6	92	*205	8.7	1.8	67	*381	11.5	3.3	89	1769	12.5	15.5	97
55 - 64	11846	2000	10.1	16.9	75	*308	13.1	2.6	98	*383	11.5	3.2	86	1310	9.3	11.1	69
65 OR OLDER	15459	1597	8.1	10.3	46	*266	11.3	1.7	65	*367	11.1	2.4	63	964	6.8	6.2	39
18 - 34	34928	10289	51.9	29.5	131	1187	50.4	3.4	128	1647	49.6	4.7	126	7455	52.7	21.3	133
18 - 49	55154	15095	76.1	27.4	122	1708	72.5	3.1	116	2427	73.1	4.4	117	10960	77.4	19.9	124
25 - 54	46433	11719	59.1	25.2	113	1014	43.0	2.2	82	1940	58.5	4.2	111	8764	61.9	18.9	118
35 - 49	20226	4806	24.2	23.8	106	521	22.1	2.6	97	780	23.5	3.9	103	3505	24.8	17.3	108
50 OR OLDER	33310	4733	23.9	14.2	63	649	27.5	1.9	73	890	26.8	2.7	71	3193	22.6	9.6	60
GRADUATED COLLEGE	12110	3514	17.7	29.0	129	*252	10.7	2.1	78	*398	12.0	3.3	88	2864	20.2	23.6	148
ATTENDED COLLEGE	15309	4494	22.7	29.4	131	*384	16.3	2.5	94	705	21.2	4.6	123	3405	24.1	22.2	139
GRADUATED HIGH SCHOOL	36912	8498	42.9	23.0	103	1095	46.5	3.0	111	1541	46.4	4.2	111	5862	41.4	15.9	99
DID NOT GRADUATE HIGH SCHOOL	24134	3322	16.8	13.8	61	627	26.6	2.6	98	674	20.3	2.8	74	2022	14.3	8.4	52
EMPLOYED FULL-TIME	35457	9825	49.6	27.7	124	1027	43.6	2.9	109	1635	49.3	4.6	123	7163	50.6	20.2	126
EMPLOYED PART-TIME	8514	2163	10.9	25.4	113	*151	6.4	1.8	67	*270	8.1	3.2	85	1741	12.3	20.4	128
NOT EMPLOYED	44494	7841	39.5	17.6	79	1178	50.0	2.6	99	1413	42.6	3.2	85	5249	37.1	11.8	74
PROFESSIONAL/MANAGER	10811	3042	15.3	28.1	126	*248	10.5	2.3	86	*397	12.0	3.7	98	2397	16.9	22.2	139
TECH/CLERICAL/SALLES	19640	6025	30.4	30.7	137	*543	23.0	2.8	104	924	27.8	4.7	125	4558	32.2	23.2	145
PRECISION/CRAFT	1023	*259	1.3	25.3	113	*68	2.9	6.6	249	*29	0.9	2.8	76	*163	1.2	15.9	100
OTHER EMPLOYED	12498	2661	13.4	21.3	95	*320	13.6	2.6	96	555	16.7	4.4	118	1786	12.6	14.3	89
SINGLE	15995	4885	24.6	30.5	136	867	36.8	5.4	203	671	20.2	4.2	112	3347	23.6	20.9	131
MARRIED	51689	10796	54.4	20.9	93	928	39.4	1.8	67	1725	52.0	3.3	89	8143	57.5	15.8	98
DIVORCED/SEPARATED/WIDOWED	20780	4147	20.9	20.0	89	562	23.8	2.7	102	922	27.8	4.4	118	2663	18.8	12.8	80
PARENTS	33922	8023	40.5	23.7	106	862	36.6	2.5	95	1412	42.6	4.2	111	5749	40.6	16.9	106
WHITE	76422	17476	88.1	22.9	102	1906	80.9	2.5	94	2661	80.2	3.5	93	12909	91.2	16.9	106
BLACK	10066	2039	10.3	20.3	90	398	16.9	4.0	148	624	18.8	6.2	165	1017	7.2	10.1	63
OTHER	1976	*313	1.6	15.8	71	*53	2.2	2.7	101	*33	1.0	1.7	45	*227	1.6	11.5	72
NORTHEAST-CENSUS	19803	5085	25.6	25.7	115	752	31.9	3.8	143	776	23.4	3.9	104	3557	25.1	18.0	112
NORTH CENTRAL	22181	4587	23.1	20.7	92	429	18.2	1.9	73	786	23.7	3.5	94	3372	23.8	15.2	95
SOUTH	30082	5669	28.6	18.8	84	733	31.1	2.4	91	1127	34.0	3.7	100	3809	26.9	12.7	79
WEST	16398	4487	22.6	27.4	122	*444	18.8	2.7	102	628	18.9	3.8	102	3415	24.1	20.8	130
NORTHEAST-MKTG.	20163	5320	26.8	26.4	118	947	40.2	4.7	176	788	23.7	3.9	104	3585	25.3	17.8	111
EAST CENTRAL	13054	2608	13.2	20.0	89	*254	10.8	1.9	73	467	14.1	3.6	95	1888	13.3	14.5	90
WEST CENTRAL	14993	3092	15.6	20.6	92	*253	10.7	1.7	63	*468	14.1	3.1	83	2371	16.8	15.8	99
SOUTH	25785	4872	24.6	18.9	84	*519	22.0	2.0	76	1010	30.4	3.9	104	3343	23.6	13.0	81
PACIFIC	14470	3935	19.8	27.2	121	*384	16.3	2.7	100	*585	17.6	4.0	108	2966	21.0	20.5	128
COUNTY SIZE A	36705	8891	44.8	24.2	108	1445	61.3	3.9	148	1237	37.3	3.4	90	6209	43.9	16.9	106
COUNTY SIZE B	26819	6270	31.6	23.4	104	*447	19.0	1.7	63	1224	36.9	4.6	122	4599	32.5	17.1	107
COUNTY SIZE C	13597	3205	16.2	23.6	105	*363	15.4	2.7	100	*567	17.1	4.2	111	2275	16.1	16.7	105
COUNTY SIZE D	11344	1462	7.4	12.9	58	*102	4.3	0.9	34	*289	8.7	2.5	68	1071	7.6	9.4	59
METRO CENTRAL CITY	26825	6315	31.8	23.5	105	968	41.1	3.6	135	1146	34.5	4.3	114	4202	29.7	15.7	98
METRO SUBURBAN	39912	9655	48.7	24.2	108	1045	44.3	2.6	98	1488	44.8	3.7	99	7122	50.3	17.8	112
NON METRO	21728	3858	19.5	17.8	79	*344	14.6	1.6	59	*685	20.6	3.2	84	2829	20.0	13.0	81
TOP 5 ADI'S	20847	5122	25.8	24.6	110	828	35.1	4.0	149	707	21.3	3.4	90	3588	25.4	17.2	108
TOP 10 ADI'S	28719	6789	34.2	23.6	105	1166	49.5	4.1	152	969	29.2	3.4	90	4654	32.9	16.2	101
TOP 20 ADI'S	40904	9968	50.3	24.4	109	1467	62.2	3.6	135	1403	42.3	3.4	91	7098	50.2	17.4	108
HSHLD INC. \$50,000 OR MORE	7931	2351	11.9	29.6	132	*262	11.1	3.3	124	*259	7.8	3.3	87	1829	12.9	23.1	144
\$40,000 OR MORE	15233	4359	22.0	28.6	128	*540	22.9	3.5	133	*534	16.1	3.5	93	3285	23.2	21.6	135
\$30,000 OR MORE	28333	7566	38.2	26.7	119	*806	34.2	2.8	107	898	27.1	3.2	85	5862	41.4	20.7	129
\$25,000 OR MORE	36417	9706	49.0	26.7	119	1002	42.5	2.8	103	1165	35.1	3.2	85	7540	53.3	20.7	129
\$20,000 - \$24,999	9943	2383	12.0	24.0	107	*204	8.7	2.1	77	*441	13.3	4.4	118	1738	12.3	17.5	109
\$15,000 - \$19,999	9211	2133	10.8	23.2	103	*194	8.2	2.1	79	632	19.0	6.9	183	1307	9.2	14.2	89
\$10,000 - \$14,999	13477	2833	14.3	21.0	94	*327	13.9	2.4	91	515	15.5	3.8	102	1992	14.1	14.8	92
UNDER \$10,000	19418	2773	14.0	14.3	64	631	26.8	3.2	122	566	17.1	2.9	78	1577	11.1	8.1	51
HOUSEHOLD OF 1 PERSON	11987	2106	10.6	17.6	78	*241	10.2	2.0	75	431	13.0	3.6	96	1435	10.1	12.0	75
2 PEOPLE	27046	5819	29.3	21.5	96	640	27.2	2.4	89	1007	30.3	3.7	99	4172	29.5	15.4	96
3 OR 4 PEOPLE	34251	8424	42.5	24.6	110	883	37.5	2.6	97	1252	37.7	3.7	97	6289	44.4	18.4	115
5 OR MORE PEOPLE	15180	3479	17.5	22.9	102	*594	25.2	3.9	147	*628	18.9	4.1	110	2257	15.9	14.9	93
NO CHILD IN HSHLD	49819	10479	52.8	21.0	94	1167	49.5	2.3	88	1826	55.0	3.7	98	7486	52.9	15.0	94
CHILD(REN) UNDER 2 YRS	6045	1383	7.0	22.9	102	*127	5.4	2.1	79	*236	7.1	3.9	104	1020	7.2	16.9	105
2 - 5 YEARS	15233	3994	20.1	26.2	117	*405	17.2	2.7	100	847	25.5	5.6	148	2743	19.4	18.0	113
6 - 11 YEARS	16260	3688	18.6	22.7	101	*434	18.4	2.7	100	696	21.0	4.3	114	2558	18.1	15.7	98
12 - 17 YEARS	19173	4511	22.8	23.5	105	*658	27.9	3.4	129	737	22.2	3.8	102	3115	22.0	16.2	102
RESIDENCE OWNED	61371	13080	66.0	21.3	95	1322	56.1	2.2	81	2061	62.1	3.4	90	9697	68.5	15.8	99
VALUE: \$50,000 OR MORE	35355	8748	44.1	24.7	110	780	33.1	2.2	83	1171	35.3	3.3	88	6798	48.0	19.2	120
VALUE: UNDER \$50,000	26016	4331	21.8	16.6	74	*542	23.0	2.1	78	890	26.8	3.4	91	2899	20.5	11.1	70

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	19828	100.0	22.4	100	2357	100.0	2.7	100	3318	100.0	3.8	100	14153	100.0	16.0	100
MAGAZINES	QUINTILE 1	17988	5293	26.7	29.4	131	*499	21.2	2.8	104	1077	32.5	6.0	160	3717	26.3	20.7	129
	QUINTILE 2	19446	5004	25.2	25.7	115	*597	25.3	3.1	115	707	21.3	3.6	97	3700	26.1	19.0	119
	QUINTILE 3	14626	3373	17.0	23.1	103	*429	18.2	2.9	110	*458	13.8	3.1	83	2486	17.6	17.0	106
	QUINTILE 4	16014	3221	16.2	20.1	90	*379	16.1	2.4	89	509	15.3	3.2	85	2334	16.5	14.6	91
	QUINTILE 5	20389	2936	14.8	14.4	64	*453	19.2	2.2	83	567	17.1	2.8	74	1917	13.5	9.4	59
NEWSPAPERS	QUINTILE 1	13830	3958	20.0	28.6	128	*461	19.6	3.3	125	677	20.4	4.9	131	2820	19.9	20.4	127
	QUINTILE 2	26350	5939	30.0	22.5	101	784	33.3	3.0	112	860	25.9	3.3	87	4295	30.3	16.3	102
	QUINTILE 3	12415	3145	15.9	25.3	113	*404	17.1	3.3	122	645	19.4	5.2	139	2097	14.8	16.9	106
	QUINTILE 4	21911	4670	23.6	21.3	95	*496	21.0	2.3	85	812	24.5	3.7	99	3361	23.7	15.3	96
	QUINTILE 5	13960	2116	10.7	15.2	68	*212	9.0	1.5	57	*324	9.8	2.3	62	1581	11.2	11.3	71
OUTDOOR	QUINTILE 1	16810	4685	23.6	27.9	124	*514	21.8	3.1	115	705	21.2	4.2	112	3467	24.5	20.6	129
	QUINTILE 2	17101	3870	19.5	22.6	101	*437	18.5	2.6	96	667	20.1	3.9	104	2766	19.5	16.2	101
	QUINTILE 3	17579	4017	20.3	22.9	102	*318	13.5	1.8	68	692	20.9	3.9	105	3007	21.2	17.1	107
	QUINTILE 4	18343	4002	20.2	21.8	97	*620	26.3	3.4	127	632	19.0	3.4	92	2751	19.4	15.0	94
	QUINTILE 5	18631	3254	16.4	17.5	78	*468	19.9	2.5	94	*623	18.8	3.3	89	2163	15.3	11.6	73
RADIO-DRIVE TIME	QUINTILE 1	17390	4108	20.7	23.6	105	*458	19.4	2.6	99	813	24.5	4.7	125	2837	20.0	16.3	102
	QUINTILE 2	16591	3901	19.7	23.5	105	*472	20.0	2.8	107	724	21.8	4.4	116	2705	19.1	16.3	102
	QUINTILE 3	16910	4204	21.2	24.9	111	*490	20.8	2.9	109	635	19.1	3.8	100	3080	21.8	18.2	114
	QUINTILE 4	18002	4140	20.9	23.0	103	*582	24.7	3.2	121	598	18.0	3.3	89	2961	20.9	16.4	103
	QUINTILE 5	19572	3475	17.5	17.8	79	*355	15.1	1.8	68	549	16.5	2.8	75	2571	18.2	13.1	82
RADIO-MID- DAY	TERCILE 1	23248	5239	26.4	22.5	101	632	26.8	2.7	102	878	26.5	3.8	101	3730	26.4	16.0	100
	TERCILE 2	23667	5641	28.4	23.8	106	775	32.9	3.3	123	1051	31.7	4.4	118	3815	27.0	16.1	101
	TERCILE 3	41549	8948	45.1	21.5	96	951	40.3	2.3	86	1389	41.9	3.3	89	6608	46.7	15.9	99
RADIO-TOTAL	QUINTILE 1	17786	4207	21.2	23.7	106	*555	23.5	3.1	117	662	20.0	3.7	99	2991	21.1	16.8	105
	QUINTILE 2	17316	4341	21.9	25.1	112	*466	19.8	2.7	101	872	26.3	5.0	134	3002	21.2	17.3	108
	QUINTILE 3	18428	4515	22.8	24.5	109	*662	28.1	3.6	135	775	23.4	4.2	112	3078	21.7	16.7	104
	QUINTILE 4	17669	3893	19.6	22.0	98	*432	18.3	2.4	92	607	18.3	3.4	92	2853	20.2	16.1	101
	QUINTILE 5	17265	2873	14.5	16.6	74	*242	10.3	1.4	53	*402	12.1	2.3	62	2229	15.7	12.9	81
TV-PRIME TIME	QUINTILE 1	17416	3704	18.7	21.3	95	*588	24.9	3.4	127	691	20.8	4.0	106	2425	17.1	13.9	87
	QUINTILE 2	17413	4152	20.9	23.8	106	*500	21.2	2.9	108	779	23.5	4.5	119	2873	20.3	16.5	103
	QUINTILE 3	17943	4065	20.5	22.7	101	*340	14.4	1.9	71	765	23.1	4.3	114	2961	20.9	16.5	103
	QUINTILE 4	18442	4163	21.0	22.6	101	*406	17.2	2.2	83	580	17.5	3.1	84	3176	22.4	17.2	108
	QUINTILE 5	17250	3745	18.9	21.7	97	*524	22.2	3.0	114	502	15.1	2.9	78	2719	19.2	15.8	99
TV-DAYTIME	TERCILE 1	29966	5749	29.0	19.2	86	642	27.2	2.1	80	1225	36.9	4.1	109	3881	27.4	13.0	81
	TERCILE 2	29480	7192	36.3	24.4	109	1042	44.2	3.5	133	996	30.0	3.4	90	5155	36.4	17.5	109
	TERCILE 3	29018	6887	34.7	23.7	106	673	28.6	2.3	87	1097	33.1	3.8	101	5117	36.2	17.6	110
TV-TOTAL	QUINTILE 1	17740	3603	18.2	20.3	91	*465	19.7	2.6	98	741	22.3	4.2	111	2397	16.9	13.5	84
	QUINTILE 2	17674	3538	17.8	20.0	89	*399	16.9	2.3	85	678	20.4	3.8	102	2461	17.4	13.9	87
	QUINTILE 3	17730	4371	22.0	24.7	110	*467	19.8	2.6	99	871	26.3	4.9	131	3033	21.4	17.1	107
	QUINTILE 4	17563	4244	21.4	24.2	108	*515	21.8	2.9	110	550	16.6	3.1	83	3180	22.5	18.1	113
	QUINTILE 5	17757	4071	20.5	22.9	102	*510	21.6	2.9	108	478	14.4	2.7	72	3083	21.8	17.4	109
MAGAZINES-NEWSPAPERS: DUAL		23278	6432	32.4	27.6	123	934	39.6	4.0	151	976	29.4	4.2	112	4522	32.0	19.4	121
MAGAZINE IMPERATIVE		21634	5562	28.1	25.7	115	*458	19.4	2.1	79	996	30.0	4.6	123	4108	29.0	19.0	119
NEWSPAPER IMPERATIVE		23455	4915	24.8	21.0	93	584	24.8	2.5	93	804	24.2	3.4	91	3527	24.9	15.0	94
MAGAZINES-OUTDOOR: DUAL		17482	5007	25.3	28.6	128	*437	18.5	2.5	94	773	23.3	4.4	118	3797	26.8	21.7	136
MAGAZINE IMPERATIVE		28830	7207	36.3	25.0	112	913	38.7	3.2	119	1255	37.8	4.4	116	5039	35.6	17.5	109
OUTDOOR IMPERATIVE		26119	5294	26.7	20.3	90	638	27.1	2.4	92	916	27.6	3.5	94	3741	26.4	14.3	90
MAGAZINES-RADIO: DUAL		20162	5594	28.2	27.7	124	753	31.9	3.7	140	1098	33.1	5.4	145	3743	26.4	18.6	116
MAGAZINE IMPERATIVE		26292	6608	33.3	25.1	112	593	25.2	2.3	85	956	28.8	3.6	97	5059	35.7	19.2	120
RADIO IMPERATIVE		25308	5331	26.9	21.1	94	730	31.0	2.9	108	887	26.7	3.5	93	3714	26.2	14.7	92
MAGAZINES-TELEVISION: DUAL		17312	4348	21.9	25.1	112	*493	20.9	2.8	107	887	26.7	5.1	137	2968	21.0	17.1	107
MAGAZINE IMPERATIVE		29099	8082	40.8	27.8	124	853	36.2	2.9	110	1206	36.3	4.1	110	6023	42.6	20.7	129
TELEVISION IMPERATIVE		27505	4764	24.0	17.3	77	575	24.4	2.1	78	914	27.5	3.3	89	3276	23.1	11.9	74
NEWSPAPERS-OUTDOOR: DUAL		18628	5332	26.9	28.6	128	*573	24.3	3.1	115	821	24.7	4.4	118	3937	27.8	21.1	132
NEWSPAPER IMPERATIVE		29178	6479	32.7	22.2	99	946	40.1	3.2	122	1089	32.8	3.7	100	4444	31.4	15.2	95
OUTDOOR IMPERATIVE		25260	5459	27.5	21.6	96	562	23.8	2.2	84	988	29.8	3.9	104	3910	27.6	15.5	97
NEWSPAPERS-RADIO: DUAL		19246	5230	26.4	27.2	121	799	33.9	4.2	156	850	25.6	4.4	118	3581	25.3	18.6	116
NEWSPAPER IMPERATIVE		28155	6630	33.4	23.5	105	729	30.9	2.6	97	1019	30.7	3.6	96	4882	34.5	17.3	108
RADIO IMPERATIVE		25308	5604	28.3	22.1	99	588	24.9	2.3	87	1094	33.0	4.3	115	3922	27.7	15.5	97
NEWSPAPERS-TELEVISION: DUAL		18615	4264	21.5	22.9	102	599	25.4	3.2	121	808	24.4	4.3	116	2857	20.2	15.3	96
NEWSPAPER IMPERATIVE		29207	7731	39.0	26.5	118	890	37.8	3.0	114	1161	35.0	4.0	106	5681	40.1	19.5	122
TELEVISION IMPERATIVE		25472	4900	24.7	19.2	86	488	20.7	1.9	72	1040	31.3	4.1	109	3372	23.8	13.2	83
OUTDOOR-RADIO: DUAL		17292	4420	22.3	25.6	114	*421	17.9	2.4	91	729	22.0	4.2	112	3270	23.1	18.9	118
OUTDOOR IMPERATIVE		26915	6265	31.6	23.3	104	672	28.5	2.5	94	1007	30.3	3.7	100	4586	32.4	17.0	107
RADIO IMPERATIVE		28938	6691	33.7	23.1	103	1007	42										

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	19828	100.0	22.4	100	2357	100.0	2.7	100	3318	100.0	3.8	100	14153	100.0	16.0	100
ATLANTIC MONTHLY	415	**88	0.4	21.2	95	**4	0.2	1.0	36	**25	0.8	6.0	161	**60	0.4	14.5	90
BARRON'S	522	**201	1.0	38.5	172	**38	1.6	7.3	273	**10	0.3	1.9	51	**153	1.1	29.3	183
BETTER HOMES & GARDENS	17429	4158	21.0	23.9	106	**55	19.3	2.6	98	**64	17.0	3.2	86	**319	22.2	18.0	113
BON APPETIT	2772	863	4.4	31.1	139	**55	2.3	2.0	74	**149	4.5	5.4	143	**659	4.7	23.8	149
BUSINESS WEEK	1469	361	1.8	24.6	110	**27	1.1	1.8	69	**11	0.3	0.7	20	**323	2.3	22.0	137
CAR AND DRIVER	397	**130	0.7	32.7	146	**0	0.0	0.0	0	**20	0.6	5.0	134	**111	0.8	28.0	175
CBS MAGAZINE NETWORK (GROSS)	1633	386	1.9	23.6	105	**29	1.2	1.8	67	**49	1.5	3.0	80	**308	2.2	18.9	118
CHANGING TIMES	1554	398	2.0	25.6	114	**77	3.3	5.0	186	**84	2.5	5.4	144	**237	1.7	15.3	95
COLONIAL HOMES	1304	372	1.9	28.5	127	**10	0.4	0.8	29	**51	1.5	3.9	104	**312	2.2	23.9	150
CONDE NAST MAG. PKG. (GROSS)	17858	5574	28.1	31.2	139	**716	30.4	4.0	150	**746	22.5	4.2	111	**4112	29.1	23.0	144
CONSUMERS DIGEST	1406	367	1.9	26.1	116	**27	1.1	1.9	72	**51	1.5	3.6	97	**289	2.0	20.6	128
COSMOPOLITAN	8815	2905	14.7	33.0	147	**421	17.9	4.8	179	**48	14.4	5.4	145	**2006	14.2	22.8	142
COUNTRY LIVING	2636	890	4.5	33.8	151	**14	0.6	0.5	20	**121	3.6	4.6	122	**755	5.3	28.6	179
CUISINE	1554	569	2.9	36.6	163	**29	1.2	1.9	70	**127	3.8	8.2	218	**414	2.9	26.6	167
CYCLE WORLD	469	**91	0.5	19.4	87	**0	0.0	0.0	0	**12	0.4	2.6	68	**79	0.6	16.8	105
DCI:CREATIVE IDEAS FOR LIV	2631	640	3.2	24.3	109	**20	0.8	0.8	29	**91	2.7	3.5	92	**529	3.7	20.1	126
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1780	9.0	25.2	112	**33	1.4	0.5	18	**278	8.4	3.9	105	**1469	10.4	20.8	130
DISCOVER	998	282	1.4	28.3	126	**29	1.2	2.9	109	**33	1.0	3.3	88	**220	1.6	22.0	138
EBONY	4289	1107	5.6	25.8	115	**154	6.5	3.6	135	**409	12.3	9.5	254	**545	3.9	12.7	79
ESQUIRE	1176	276	1.4	23.5	105	**34	1.4	2.9	109	**75	2.3	6.4	170	**167	1.2	14.2	89
ESSENCE	2392	576	2.9	24.1	107	**55	2.3	2.3	86	**246	7.4	10.3	274	**275	1.9	11.5	72
FAMILY CIRCLE	17209	4054	20.4	23.6	105	**415	17.6	2.4	91	**755	22.8	4.4	117	**2884	20.4	16.8	105
THE FAMILY HANDYMAN	1184	353	1.8	29.8	133	**61	2.6	5.2	193	**62	1.9	5.2	140	**231	1.6	19.5	122
FAMILY WEEKLY	12391	2870	14.5	23.2	103	**260	11.0	2.1	79	**452	13.6	3.6	97	**2159	15.3	17.4	109
FIELD & STREAM	2438	666	3.4	27.3	122	**40	1.7	1.6	62	**139	4.2	5.7	152	**487	3.4	20.0	125
FOOD & WINE	614	**188	0.9	30.6	137	**30	1.3	4.9	183	**35	1.1	5.7	152	**123	0.9	20.0	125
FORBES	813	299	1.5	36.8	164	**10	0.4	1.2	46	**53	1.6	6.5	174	**236	1.7	29.0	181
FORTUNE	1083	309	1.6	28.5	127	**12	0.5	1.1	42	**82	2.5	7.6	202	**214	1.5	19.8	124
GENTLEMEN'S QUARTERLY	1197	487	2.5	40.7	182	**41	1.7	3.4	129	**62	1.9	5.2	138	**384	2.7	32.1	201
GLAMOUR	6625	2091	10.5	31.6	141	**239	10.1	3.6	135	**268	8.1	4.0	108	**1585	11.2	23.9	150
GOLF DIGEST	707	**224	1.1	31.7	141	**24	1.0	3.4	127	**57	1.7	8.1	215	**143	1.0	20.2	126
GOLF DIGEST/TENNIS (GROSS)	1316	387	2.0	29.4	131	**30	1.3	2.3	86	**77	2.3	5.9	156	**279	2.0	21.2	133
GOLF MAGAZINE	469	**180	0.9	38.4	171	**20	0.8	4.3	160	**32	1.0	6.8	182	**127	0.9	27.1	169
GOLF MAGAZINE/SKI (GROSS)	1060	396	2.0	37.4	167	**27	1.1	2.5	96	**59	1.8	5.6	148	**310	2.2	29.2	183
GOOD HOUSEKEEPING	17784	4341	21.9	24.4	109	**357	15.1	2.0	75	**771	23.2	4.3	116	**3213	22.7	18.1	113
HARPER'S BAZAAR	2931	907	4.6	30.9	138	**98	4.2	3.3	125	**179	5.4	6.1	163	**630	4.5	21.5	134
HEALTH	2199	497	2.5	22.6	101	**36	1.5	1.6	61	**147	4.4	6.7	178	**314	2.2	14.3	89
HEARST MAG CORP. BUY (GROSS)	49148	13583	68.5	27.6	123	**1303	55.3	2.7	100	**2263	68.2	4.6	123	**10017	70.8	20.4	127
HEARST MAN POWER (GROSS)	2113	504	2.5	23.9	106	**57	2.4	2.7	101	**59	1.8	2.8	74	**388	2.7	18.4	115
HEARST WOMAN POWER (GROSS)	35062	9419	47.5	26.9	120	**964	40.9	2.7	103	**1609	48.5	4.6	122	**6845	48.4	19.5	122
HOUSE BEAUTIFUL	3865	1167	5.9	30.2	135	**147	6.2	3.8	143	**215	6.5	5.6	148	**805	5.7	20.8	130
INC.	315	**103	0.5	32.7	146	**5	0.2	1.6	60	**0	0.0	0.0	0	**98	0.7	31.1	194
JET	3690	1015	5.1	27.5	123	**160	6.8	4.3	163	**337	10.2	9.1	243	**518	3.7	14.0	88
LADIES' HOME JOURNAL	12930	3190	16.1	24.7	110	**289	12.3	2.2	84	**547	16.5	4.2	113	**2354	16.6	18.2	114
LHJ FAMILY GRP COMBO(GROSS)	18161	4681	23.6	25.8	115	**378	16.0	2.1	78	**858	25.9	4.7	126	**3445	24.3	19.0	119
LIFE	5065	1357	6.8	26.8	120	**139	5.9	2.7	103	**261	7.9	5.2	137	**957	6.8	18.9	118
L.A. TIMES HOME MAGAZINE	1310	338	1.7	25.8	115	**41	1.7	3.1	117	**27	0.8	2.1	55	**270	1.9	20.6	129
MADemoisELLE	3759	1082	5.5	28.8	128	**193	8.2	5.1	193	**148	4.5	3.9	105	**741	5.2	19.7	123
MC CALL'S	14658	3648	18.4	24.9	111	**348	14.8	2.4	89	**671	20.2	4.6	122	**2630	18.6	17.9	112
MC CALL'S/MRK MOTHER (GROSS)	15857	3997	20.2	25.2	112	**416	17.6	2.6	98	**725	21.9	4.6	122	**2856	20.2	18.0	113
MECHANIX ILLUSTRATED	809	**191	1.0	23.6	105	**52	2.2	6.4	241	**20	0.6	2.5	66	**120	0.8	14.8	93
METROPOLITAN HOME	1009	303	1.5	30.0	134	**25	1.1	2.5	93	**32	1.0	3.2	85	**245	1.7	24.3	152
MONEY	1707	506	2.6	29.6	132	**48	2.0	2.8	106	**49	1.5	2.9	77	**409	2.9	24.0	150
MOTHER EARTH NEWS	1123	310	1.6	27.6	123	**21	0.9	1.9	70	**37	1.1	3.3	88	**252	1.8	22.4	140
MS.	932	330	1.7	35.4	158	**30	1.3	3.2	121	**98	3.0	10.5	280	**202	1.4	21.7	135
NATIONAL ENQUIRER	11971	2634	13.3	22.0	98	**378	16.0	3.2	119	**541	16.3	4.5	120	**1716	12.1	14.3	90
NATIONAL GEOGRAPHIC	10503	3012	15.2	28.7	128	**267	11.3	2.5	95	**497	15.0	4.7	126	**2247	15.9	21.4	134
NATIONAL SUNDAY MAGAZINE PKG	54325	13552	68.3	24.9	111	**1697	72.0	3.1	117	**2142	64.6	3.9	105	**9714	68.6	17.9	112
NATURAL HISTORY	626	**126	0.6	20.1	90	**6	0.3	1.0	36	**32	1.0	5.1	136	**489	0.6	14.2	89
NEW WOMAN	1992	591	3.0	29.7	132	**72	3.1	3.6	136	**87	2.6	4.4	116	**332	3.1	21.7	136
NEW YORK INCLUDING CUE	547	**132	0.7	24.1	108	**0	0.0	0.0	0	**10	0.3	1.8	49	**122	0.9	22.3	139
THE NEW YORKER	1380	387	2.0	28.0	125	**22	0.9	1.6	60	**61	1.8	4.4	118	**304	2.1	22.0	138
NEWSWEEK	6925	1893	9.5	27.3	122	**158	6.7	2.3	86	**190	5.7	2.7	73	**1545	10.9	22.3	139
THE N.Y. TIMES DAILY EDITION	1363	456	2.3	33.5	149	**36	1.5	2.6	99	**56	1.7	4.1	110	**364	2.6	26.7	167
THE N.Y. TIMES MAGAZINE	2333	798	4.0	34.2	153	**175	7.4	7.5	282	**110	3.3	4.7	126	**514	3.6	22.0	138
OMNI	872	**195	1.0	22.4	100	**21	0.9	2.4	90	**44	1.3	5.0	135	**129	0.9	14.8	92
ON CABLE	1298	**277	1.4	21.3	95	**3	0.1	0.2	9	**66	2.0	5.1	136	**208	1.5	16.0	100
1001 HOME IDEAS	3032	993	5.0	32.8	146	**52	2.2	1.7	64	**164	4.9	5.4	144	**777	5.5	25.6	160
ORGANIC GARDENING	1680	407	2.1	24.2	108	**7	0.3	0.4	16	**69	2.1	4.1	110	**330	2.3	19.6	123
OUTDOOR LIFE	960	**258	1.3	26.9	120	**12	0.5	1.3	47	**78	2.4	8.1	217	**168	1.2	17.5	109
PARADE MAGAZINE	26755	6961	35.1	26.0	116	**1104	46.8	4.1	155	**1086	32.7	4.1	108	**4772	33.7	17.8	111

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	19828	100.0	22.4	100	2357	100.0	2.7	100	3318	100.0	3.8	100	14153	100.0	16.0	100
PARENTS	4173	1168	5.9	28.0	125	**75	3.2	1.8	67	*171	5.2	4.1	109	922	6.5	22.1	138
PENTHOUSE	973	419	2.1	43.1	192	**83	3.5	8.5	320	**107	3.2	11.0	293	*228	1.6	23.4	146
PEOPLE	13479	4028	20.3	29.9	133	558	23.7	4.1	155	615	18.5	4.6	122	2855	20.2	21.2	132
PLAYBOY	2183	647	3.3	29.6	132	**82	3.5	3.8	141	*124	3.7	5.7	151	441	3.1	20.2	126
POPULAR HOT RODDING	388	**88	0.4	22.7	101	**9	0.4	2.3	87	**12	0.4	3.1	82	**67	0.5	17.3	108
POPULAR MECHANICS	1037	*265	1.3	25.6	114	**39	1.7	3.8	141	**39	1.2	3.8	100	*187	1.3	18.0	113
POPULAR SCIENCE	920	*291	1.5	31.6	141	**15	0.6	1.6	61	**44	1.3	4.8	128	*233	1.6	25.3	158
PREVENTION	4071	879	4.4	21.6	96	**68	2.9	1.7	63	*120	3.6	2.9	79	691	4.9	17.0	106
PSYCHOLOGY TODAY	1940	594	3.0	30.6	137	**39	1.7	2.0	75	**71	2.1	3.7	98	484	3.4	24.9	156
READER'S DIGEST	24031	5382	27.1	22.4	100	561	23.8	2.3	88	969	29.2	4.0	108	3852	27.2	16.0	100
REDBOOK	8464	2173	11.0	25.7	115	*186	7.9	2.2	82	361	10.9	4.3	114	1626	11.5	19.2	120
ROAD & TRACK	429	**162	0.8	37.8	168	**2	0.1	0.5	17	**25	0.8	5.8	155	**135	1.0	31.5	197
ROLLING STONE	1355	565	2.8	41.7	186	**122	5.2	9.0	338	**80	2.4	5.9	157	363	2.6	26.8	167
RUNNER'S WORLD	329	**93	0.5	28.3	126	**3	0.1	0.9	34	**43	1.3	13.1	348	**47	0.3	14.3	89
SATURDAY EVENING POST	1268	368	1.9	29.0	129	**17	0.7	1.3	50	**63	1.9	5.0	132	*288	2.0	22.7	142
SCIENCE 84	702	*205	1.0	29.2	130	**0	0.0	0.0	0	**23	0.7	3.3	87	*182	1.3	25.9	162
SCIENCE DIGEST	553	*120	0.6	21.7	97	**10	0.4	1.8	68	**5	0.2	0.9	24	*105	0.7	19.0	110
SCIENTIFIC AMERICAN	615	*182	0.9	29.6	132	**6	0.3	1.0	37	**19	0.6	3.1	82	*156	1.1	25.4	159
SELF	2683	869	4.4	32.4	145	**82	3.5	3.1	115	*115	3.5	4.3	114	672	4.7	25.0	157
SEVENTEEN	3309	910	4.6	27.5	123	**90	3.8	2.7	102	*246	7.4	7.4	198	574	4.1	17.3	108
SKI	591	*216	1.1	36.5	163	**7	0.3	1.2	44	**27	0.8	4.6	122	*182	1.3	30.8	192
SMITHSONIAN	3039	831	4.2	27.3	122	**62	2.6	2.0	77	*127	3.8	4.2	111	642	4.5	21.1	132
SOAP OPERA DIGEST	3683	994	5.0	27.0	120	*225	9.5	6.1	229	*295	8.9	8.0	214	474	3.3	12.9	80
SOUTHERN LIVING	4434	1140	5.7	25.7	115	**13	0.6	0.3	11	*187	5.6	4.2	112	940	6.6	21.2	133
SPORT	701	**133	0.7	19.0	85	**21	0.9	3.0	112	**31	0.9	4.4	118	**82	0.6	11.7	73
THE SPORTING NEWS	518	*165	0.8	31.9	142	**94	4.0	18.1	681	**14	0.4	2.7	72	**58	0.4	11.2	70
SPORTS AFIELD	523	**119	0.6	22.8	102	**9	0.4	1.7	65	**14	0.4	2.7	71	**96	0.7	18.4	115
SPORTS ILLUSTRATED	3325	1222	6.2	36.8	164	*216	9.2	6.5	244	*170	5.1	5.1	136	836	5.9	25.1	157
STAR	8567	2111	10.6	24.6	110	371	15.7	4.3	163	417	12.6	4.9	130	1323	9.3	15.4	97
SUNDAY	27630	7321	36.9	26.5	118	1098	46.6	4.0	149	1094	33.0	4.0	106	5130	36.2	18.6	116
SUNSET	2219	656	3.3	29.6	132	**52	2.2	2.3	88	**34	1.0	1.5	41	570	4.0	25.7	161
TV GUIDE	24258	6218	31.4	25.6	114	834	35.4	3.4	129	1135	34.2	4.7	125	4250	30.0	17.5	110
TENNIS	609	*163	0.8	26.8	119	**7	0.3	1.1	43	**20	0.6	3.3	88	*136	1.0	22.3	140
TIME	9929	2883	14.5	29.0	130	376	16.0	3.8	142	403	12.1	4.1	108	2104	14.9	21.2	132
TOWN & COUNTRY	1062	298	1.5	28.1	125	**13	0.6	1.2	46	**28	0.8	2.6	70	257	1.8	24.2	151
TRAVEL & LEISURE	1051	361	1.8	34.3	153	**6	0.3	0.6	21	**33	1.0	3.1	84	322	2.3	30.6	192
TRUE STORY	3946	956	4.8	24.2	108	*118	5.0	3.0	112	*318	9.6	8.1	215	520	3.7	13.2	82
U.S. NEWS & WORLD REPORT	3782	994	5.0	26.3	117	**93	3.9	2.5	92	*166	5.0	4.4	117	734	5.2	19.4	121
USA TODAY	1874	622	3.1	33.2	148	**86	3.6	4.6	172	**81	2.4	4.3	115	455	3.2	24.3	152
US	2213	603	3.0	27.2	122	**78	3.3	3.5	132	**90	2.7	4.1	108	435	3.1	19.7	123
VOGUE	4792	1531	7.7	31.9	143	*202	8.6	4.2	158	*214	6.4	4.5	119	1114	7.9	23.2	145
WALL STREET JOURNAL	2045	623	3.1	30.5	136	**119	5.0	5.8	218	**79	2.4	3.9	103	425	3.0	20.8	130
WEIGHT WATCHERS	2364	678	3.4	28.7	128	*79	3.4	3.3	125	*97	2.9	4.1	109	501	3.5	21.2	132
WOMAN'S DAY	15182	3939	19.9	25.9	116	418	17.7	2.8	103	708	21.3	4.7	124	2814	19.9	18.5	116
WORKING MOTHER	1198	348	1.8	29.0	130	**67	2.8	5.6	210	**54	1.6	4.5	120	*227	1.6	18.9	118
WORKING WOMAN	1523	485	2.4	31.8	142	**48	2.0	3.2	118	**84	2.5	5.5	147	353	2.5	23.2	145
WORLD TENNIS	*183	**43	0.2	23.5	105	**9	0.4	4.9	185	**3	0.1	1.6	44	*31	0.2	16.9	106
ZIFF-DAVIS MAG NETWK (GROSS)	2776	759	3.8	27.3	122	**47	2.0	1.7	64	**118	3.6	4.3	113	594	4.2	21.4	134
BLAIR INSERTS	47909	12187	61.5	25.4	113	1594	67.6	3.3	125	1959	59.0	4.1	109	8634	61.0	18.0	113
DAILY NEWSPAPERS																	
READ ANY	56731	13370	67.4	23.6	105	1714	72.7	3.0	113	2318	69.9	4.1	109	9338	66.0	16.5	103
READ ONE	47696	11008	55.5	23.1	103	1524	64.7	3.2	120	1849	55.7	3.9	103	7635	53.9	16.0	100
READ TWO OR MORE	9034	2362	11.9	26.1	117	*190	8.1	2.1	79	469	14.1	5.2	138	1703	12.0	18.9	118
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	14339	72.3	24.8	111	1784	75.7	3.1	116	2276	68.6	3.9	105	10279	72.6	17.8	111
READ ONE	50513	12233	61.7	24.2	108	1451	61.6	2.9	108	1965	59.2	3.9	104	8817	62.3	17.5	109
READ TWO OR MORE	7219	2106	10.6	29.2	130	*332	14.1	4.6	173	311	9.4	4.3	115	1462	10.3	20.3	127
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.55				28.85				33.36				31.59			
30 DAY REACH	78184	18046	91.0	23.1	103	2125	90.2	2.7	102	2864	86.3	3.7	98	13056	92.2	16.7	104
50 SHWG - 30 DAY AV FREQ	14.80	16.54				15.74				17.22				16.51			
30 DAY REACH	74239	17255	87.0	23.2	104	1942	82.4	2.6	98	2778	83.7	3.7	100	12535	88.6	16.9	106
25 SHWG - 30 DAY AV FREQ	8.05	8.84				8.45				9.14				8.83			
30 DAY REACH	68254	16159	81.5	23.7	106	1823	77.3	2.7	100	2586	77.9	3.8	101	11751	83.0	17.2	108
CABLE TV: HOME WIRED	35215	8941	45.1	25.4	113	815	34.6	2.3	87	1313	39.6	3.7	99	6814	48.1	19.3	121
HOME NOT WIRED	53250	10887	54.9	20.4	91	1542	65.4	2.9	109	2005	60.4	3.8	100	7340	51.9	13.8	86
HAVE PAY CABLE	17885	5312	26.8	29.7	133	*433	18.4	2.4	91	882	26.6	4.9	131	3997	28.2	22.3	140

	TOTAL U.S. '000	DRINK RUM				DARK				LIGHT/WHITE				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	38501	100.0	23.0	100	17035	100.0	10.2	100	26476	100.0	15.8	100				
MALES	79263	18673	48.5	23.6	103	9008	52.9	11.4	112	12469	47.1	15.7	100				
FEMALES	88464	19828	51.5	22.4	98	8028	47.1	9.1	89	14007	52.9	15.8	100				
18 - 24	28671	8890	23.1	31.0	135	4101	24.1	14.3	141	6337	23.9	22.1	140				
25 - 34	39536	11640	30.2	29.4	128	5263	30.9	13.3	131	8133	30.7	20.6	130				
35 - 44	28978	7226	18.8	24.9	109	2873	16.9	9.9	98	5008	18.9	17.3	109				
45 - 54	22345	4479	11.6	20.0	87	2124	12.5	9.5	94	2973	11.2	13.3	84				
55 - 64	22224	3534	9.2	15.9	69	1540	9.0	6.9	68	2402	9.1	10.8	68				
65 OR OLDER	25973	2731	7.1	10.5	46	1134	6.7	4.4	43	1623	6.1	6.2	40				
18 - 34	68207	20531	53.3	30.1	131	9364	55.0	13.7	135	14470	54.7	21.2	134				
18 - 49	108058	30112	78.2	27.9	121	13327	78.2	12.3	121	21086	79.6	19.5	124				
25 - 54	90859	23345	60.6	25.7	112	10260	60.2	11.3	111	16114	60.9	17.7	112				
35 - 49	39851	9581	24.9	24.0	105	3963	23.3	9.9	98	6616	25.0	16.6	105				
50 OR OLDER	59669	8389	21.8	14.1	61	3709	21.8	6.2	61	5390	20.4	9.0	57				
GRADUATED COLLEGE	28091	8485	22.0	30.2	132	3815	22.4	13.6	134	6480	24.5	23.1	146				
ATTENDED COLLEGE	28938	8692	22.6	30.0	131	3743	22.0	12.9	127	6426	24.3	22.2	141				
GRADUATED HIGH SCHOOL	65503	15018	39.0	22.9	100	6564	38.5	10.0	99	9845	37.2	15.0	95				
DID NOT GRADUATE HIGH SCHOOL	45195	6306	16.4	14.0	61	2912	17.1	6.4	63	3726	14.1	8.2	52				
EMPLOYED MALES	56429	14450	37.5	25.6	112	6815	40.0	12.1	119	9839	37.2	17.4	110				
EMPLOYED FEMALES	43971	11987	31.1	27.3	119	4663	27.4	10.6	104	8861	33.5	20.2	128				
EMPLOYED FULL-TIME	87773	23116	60.0	26.3	115	9890	58.1	11.3	111	16344	61.7	18.6	118				
EMPLOYED PART-TIME	12627	3321	8.6	26.3	115	1589	9.3	12.6	124	2356	8.9	18.7	118				
NOT EMPLOYED	67327	12064	31.3	17.9	78	5557	32.6	8.3	81	7776	29.4	11.5	73				
PROFESSIONAL/MANAGER	25845	7306	19.0	28.3	123	3333	19.6	12.9	127	5531	20.9	21.4	136				
TECH/CLERICAL/SALES	30895	9253	24.0	29.9	130	3599	21.1	11.6	115	6670	25.2	21.6	137				
PRECISION/CRAFT	12629	2961	7.7	23.4	102	1462	8.6	11.6	114	1894	7.2	15.0	95				
OTHER EMPLOYED	31031	6917	18.0	22.3	97	3085	18.1	9.9	98	4605	17.4	14.8	94				
SINGLE	35557	10787	28.0	30.3	132	5160	30.3	14.5	143	7533	28.5	21.2	134				
MARRIED	103585	21816	56.7	21.1	92	9120	53.5	8.8	87	15255	57.6	14.7	93				
DIVORCED/SEPARATED/WIDOWED	28585	5898	15.3	20.6	90	2755	16.2	9.6	95	3688	13.9	12.9	82				
PARENTS	59295	14327	37.2	24.2	105	5821	34.2	9.8	97	9924	37.5	16.7	106				
WHITE	146081	33484	87.0	22.9	100	14163	83.1	9.7	95	23804	89.9	16.3	103				
BLACK	17974	4172	10.8	23.2	101	2430	14.3	13.5	133	2077	7.8	11.6	73				
OTHER	3672	845	2.2	23.0	100	*443	2.6	12.1	119	*595	2.2	16.2	103				
NORTHEAST-CENSUS	37005	8929	23.2	24.1	105	3968	23.3	10.7	106	6252	23.6	16.9	107				
NORTH CENTRAL	42642	9057	23.5	21.2	93	3455	20.3	8.1	80	6617	25.0	15.5	98				
SOUTH	56777	11546	30.0	20.3	89	4642	27.2	8.2	80	7728	29.2	13.6	86				
WEST	31303	8970	23.3	28.7	125	4970	29.2	15.9	156	5879	22.2	18.8	119				
NORTHEAST-MKTG.	38125	9316	24.2	24.4	106	3984	23.4	10.4	103	6260	23.6	16.4	104				
EAST CENTRAL	24794	4979	12.9	20.1	87	1921	11.3	7.7	76	3717	14.0	15.0	95				
WEST CENTRAL	28511	6260	16.3	22.0	96	2419	14.2	8.5	84	4415	16.7	15.5	98				
SOUTH	48953	10108	26.3	20.6	90	4303	25.3	8.8	87	6956	26.3	14.2	90				
PACIFIC	27344	7838	20.4	28.7	125	4408	25.9	16.1	159	5127	19.4	18.8	119				
COUNTY SIZE A	69301	17766	46.1	25.6	112	8718	51.2	12.6	124	11698	44.2	16.9	107				
COUNTY SIZE B	50633	11819	30.7	23.3	102	4905	28.8	9.7	95	8432	31.8	16.7	105				
COUNTY SIZE C	26259	5841	15.2	22.2	97	2302	13.5	8.8	86	4219	15.9	16.1	102				
COUNTY SIZE D	21534	3074	8.0	14.3	62	1111	6.5	5.2	51	2127	8.0	9.9	63				
METRO CENTRAL CITY	50014	12762	33.1	25.5	111	6826	40.1	13.6	134	8269	31.2	16.5	105				
METRO SUBURBAN	76832	18527	48.1	24.1	105	7731	45.4	10.1	99	13096	49.5	17.0	108				
NON METRO	40881	7212	18.7	17.6	77	2478	14.5	6.1	60	5111	19.3	12.5	79				
TOP 5 ADI'S	39550	10224	26.6	25.9	113	5438	31.9	13.7	135	6759	25.5	17.1	108				
TOP 10 ADI'S	54877	13644	35.4	24.9	108	6716	39.4	12.2	120	9111	34.4	16.6	105				
TOP 20 ADI'S	77516	19524	50.7	25.2	110	9521	55.9	12.3	121	13041	49.3	16.8	107				
HSGLD INC. \$50,000 OR MORE	17257	4665	12.1	27.0	118	2082	12.2	12.1	119	3542	13.4	20.5	130				
\$40,000 OR MORE	33235	8965	23.3	27.0	118	3698	21.7	11.1	110	6813	25.7	20.5	130				
\$30,000 OR MORE	59693	15875	41.2	26.6	116	6786	39.8	11.4	112	11637	44.0	19.5	124				
\$25,000 OR MORE	76275	20228	52.5	26.5	116	8327	48.9	10.9	107	14908	56.3	19.5	124				
\$20,000 - \$24,999	18607	4359	11.3	23.4	102	1983	11.6	10.7	105	3033	11.5	16.3	103				
\$15,000 - \$19,999	17175	3915	10.2	22.8	99	1862	10.9	10.8	107	2486	9.4	14.5	92				
\$10,000 - \$14,999	24569	5016	13.0	20.4	89	2554	15.0	10.4	102	3092	11.7	12.6	80				
UNDER \$10,000	31101	4983	12.9	16.0	70	2310	13.6	7.4	73	2958	11.2	9.5	60				
HOUSEHOLD OF 1 PERSON	19441	3834	10.0	19.7	86	1758	10.3	9.0	89	2607	9.8	13.4	85				
2 PEOPLE	51803	10923	28.4	21.1	92	5109	30.0	9.9	97	7275	27.5	14.0	89				
3 OR 4 PEOPLE	66933	16738	43.5	25.0	109	7298	42.8	10.9	107	11767	44.4	17.6	111				
5 OR MORE PEOPLE	29550	7007	18.2	23.7	103	2872	16.9	9.7	96	4826	18.2	16.3	103				
NO CHILD IN HSHLD	96587	20821	54.1	21.6	94	9770	57.4	10.1	100	14097	53.2	14.6	92				
CHILD(REN) UNDER 2 YRS	10844	2626	6.8	24.2	105	1192	7.0	11.0	108	1752	6.6	16.2	102				
2 - 5 YEARS	26358	6930	18.0	26.3	115	2954	17.3	11.2	110	4774	18.0	18.1	115				
6 - 11 YEARS	30453	7657	19.9	25.1	110	3186	18.7	10.5	103	5293	20.0	17.4	110				
12 - 17 YEARS	36575	8725	22.7	23.9	104	3328	19.5	9.1	90	6106	23.1	16.7	106				
RESIDENCE OWNED	117770	25198	65.4	21.4	93	10521	61.8	8.9	88	18031	68.1	15.3	97				
VALUE: \$50,000 OR MORE	70166	16938	44.0	24.1	105	7255	42.6	10.3	102	12191	46.0	17.4	110				
VALUE: UNDER \$50,000	47604	8260	21.5	17.4	76	3267	19.2	6.9	68	5840	22.1	12.3	78				

		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	38501	100.0	23.0	100	17035	100.0	10.2	100	26476	100.0	15.8	100				
MAGAZINES	QUINTILE 1	34022	10359	26.9	30.4	133	4705	27.6	13.8	136	7519	28.4	22.1	140				
	QUINTILE 2	34800	9052	23.5	26.0	113	3993	23.4	11.5	113	6535	24.7	18.8	119				
	QUINTILE 3	30514	6941	18.0	22.7	99	3231	19.0	10.6	104	4578	17.3	15.0	95				
	QUINTILE 4	33324	6904	17.9	20.7	90	2980	17.5	8.9	88	4461	16.8	13.4	85				
	QUINTILE 5	35066	5244	13.6	15.0	65	2126	12.5	6.1	60	3383	12.8	9.6	61				
NEWSPAPERS	QUINTILE 1	29107	8048	20.9	27.6	120	3625	21.3	12.5	123	5996	22.6	20.6	131				
	QUINTILE 2	49095	11337	29.4	23.1	101	4967	29.2	10.1	100	7889	29.8	16.1	102				
	QUINTILE 3	23107	5695	14.8	24.6	107	2538	14.9	11.0	108	3745	14.1	16.2	103				
	QUINTILE 4	33556	7595	19.7	22.6	99	3294	19.3	9.8	97	5178	19.6	15.4	98				
	QUINTILE 5	32863	5827	15.1	17.7	77	2611	15.3	7.9	78	3668	13.9	11.2	71				
OUTDOOR	QUINTILE 1	33431	9099	23.6	27.2	119	4098	24.1	12.3	121	6351	24.0	19.0	120				
	QUINTILE 2	33478	8244	21.4	24.6	107	3813	22.4	11.4	112	5570	21.0	16.6	105				
	QUINTILE 3	33574	7648	19.9	22.8	99	3319	19.5	9.9	97	5400	20.4	16.1	102				
	QUINTILE 4	33935	7441	19.3	21.9	96	3291	19.3	9.7	95	5040	19.0	14.9	94				
	QUINTILE 5	33310	6069	15.8	18.2	79	2515	14.8	7.6	74	4116	15.5	12.4	78				
RADIO-DRIVE TIME	QUINTILE 1	33136	7908	20.5	23.9	104	3764	22.1	11.4	112	5344	20.2	16.1	102				
	QUINTILE 2	31658	7669	19.9	24.2	106	3125	18.3	9.9	97	5582	21.1	17.6	112				
	QUINTILE 3	32541	7985	20.7	24.5	107	3510	20.6	10.8	106	5442	20.6	16.7	106				
	QUINTILE 4	34247	8206	21.3	24.0	104	3496	20.5	10.2	101	5514	20.8	16.1	102				
	QUINTILE 5	36144	6733	17.5	18.6	81	3141	18.4	8.7	86	4594	17.4	12.7	81				
RADIO-MID- DAY	TERCILE 1	45037	10690	27.8	23.7	103	4944	29.0	11.0	108	7233	27.3	16.1	102				
	TERCILE 2	44819	10558	27.4	23.6	103	4563	26.8	10.2	100	7288	27.5	16.3	103				
	TERCILE 3	77872	17253	44.8	22.2	97	7528	44.2	9.7	95	11955	45.2	15.4	97				
RADIO-TOTAL	QUINTILE 1	33763	8161	21.2	24.2	105	3919	23.0	11.6	114	5625	21.2	16.7	106				
	QUINTILE 2	33240	8464	22.0	25.5	111	3496	20.5	10.5	104	5925	22.4	17.8	113				
	QUINTILE 3	33408	8258	21.4	24.7	108	3600	21.1	10.8	106	5654	21.4	16.9	107				
	QUINTILE 4	34792	7928	20.6	22.8	99	3316	19.5	9.5	94	5475	20.7	15.7	100				
	QUINTILE 5	32524	5690	14.8	17.5	76	2704	15.9	8.3	82	3798	14.3	11.7	74				
TV-PRIME TIME	QUINTILE 1	33090	7091	18.4	21.4	93	3408	20.0	10.3	101	4722	17.8	14.3	90				
	QUINTILE 2	33357	8047	20.9	24.1	105	3271	19.2	9.8	97	5578	21.1	16.7	106				
	QUINTILE 3	33980	7918	20.6	23.3	102	3432	20.1	10.1	99	5746	21.7	16.9	107				
	QUINTILE 4	33854	7834	20.3	23.1	101	3282	19.3	9.7	95	5472	20.7	16.2	102				
	QUINTILE 5	33444	7611	19.8	22.8	99	3643	21.4	10.9	107	4958	18.7	14.8	94				
TV-DAYTIME	TERCILE 1	49121	9669	25.1	19.7	86	4356	25.6	8.9	87	6412	24.2	13.1	83				
	TERCILE 2	48823	12062	31.3	24.7	108	5102	30.0	10.4	103	8354	31.6	17.1	108				
	TERCILE 3	69782	16770	43.6	24.0	105	7578	44.5	10.9	107	11710	44.2	16.8	106				
TV-TOTAL	QUINTILE 1	33584	7104	18.5	21.2	92	3560	20.9	10.6	104	4579	17.3	13.6	86				
	QUINTILE 2	33441	7047	18.3	21.1	92	2939	17.3	8.8	87	4893	18.5	14.6	93				
	QUINTILE 3	33505	8245	21.4	24.6	107	3398	19.9	10.1	100	5689	21.5	17.0	108				
	QUINTILE 4	33466	7997	20.8	23.9	104	3298	19.4	9.9	97	5880	22.2	17.6	111				
	QUINTILE 5	33731	8107	21.1	24.0	105	3840	22.5	11.4	112	5435	20.5	16.1	102				
MAGAZINES-NEWSPAPERS: DUAL		44503	12728	33.1	28.6	125	5780	33.9	13.0	128	9182	34.7	20.6	131				
	MAGAZINE IMPERATIVE	39363	10197	26.5	25.9	113	4657	27.3	11.8	116	7026	26.5	17.8	113				
	NEWSPAPER IMPERATIVE	46441	9399	24.4	20.2	88	4080	24.0	8.8	87	6249	23.6	13.5	85				
MAGAZINES-OUTDOOR: DUAL		33726	9702	25.2	28.8	125	4587	26.9	13.6	134	6832	25.8	20.3	128				
	MAGAZINE IMPERATIVE	52846	13433	34.9	25.4	111	5849	34.3	11.1	109	9620	36.3	18.2	115				
	OUTDOOR IMPERATIVE	52140	11110	28.9	21.3	93	4886	28.7	9.4	92	7221	27.3	13.8	88				
MAGAZINES-RADIO: DUAL		37081	10475	27.2	28.2	123	4896	28.7	13.2	130	7398	27.9	20.0	126				
	MAGAZINE IMPERATIVE	49747	12758	33.1	25.6	112	5698	33.4	11.5	113	9154	34.6	18.4	117				
	RADIO IMPERATIVE	49208	10487	27.2	21.3	93	4393	25.8	8.9	88	7038	26.6	14.3	91				
MAGAZINES-TELEVISION: DUAL		33103	8587	22.3	25.9	113	4063	23.9	12.3	121	5881	22.2	17.8	113				
	MAGAZINE IMPERATIVE	54575	15183	39.4	27.8	121	6538	38.4	12.0	118	11117	42.0	20.4	129				
	TELEVISION IMPERATIVE	53249	9684	25.2	18.2	79	4189	24.6	7.9	77	6203	23.4	11.6	74				
NEWSPAPERS-OUTDOOR: DUAL		36255	10041	26.1	27.7	121	4346	25.5	12.0	118	7255	27.4	20.0	127				
	NEWSPAPER IMPERATIVE	55591	12532	32.5	22.5	98	5593	32.8	10.1	99	8680	32.8	15.6	99				
	OUTDOOR IMPERATIVE	48319	11133	28.9	23.0	100	5191	30.5	10.7	106	7248	27.4	15.0	95				
NEWSPAPERS-RADIO: DUAL		37242	9970	25.9	26.8	117	4405	25.9	11.8	116	7218	27.3	19.4	123				
	NEWSPAPER IMPERATIVE	54423	12922	33.6	23.7	103	5700	33.5	10.5	103	9002	34.0	16.5	105				
	RADIO IMPERATIVE	46650	10788	28.0	23.1	101	4844	28.4	10.4	102	7113	26.9	15.2	97				
NEWSPAPERS-TELEVISION: DUAL		35974	8365	21.7	23.3	101	3937	23.1	10.9	108	5699	21.5	15.8	100				
	NEWSPAPER IMPERATIVE	56095	14816	38.5	26.4	115	6382	37.5	11.4	112	10720	40.5	19.1	121				
	TELEVISION IMPERATIVE	47170	9541	24.8	20.2	88	4136	24.3	8.8	86	6263	23.7	13.3	84				
OUTDOOR-RADIO: DUAL		33748	8628	22.4	25.6	111	3782	22.2	11.2	110	6065	22.9	18.0	114				
	OUTDOOR IMPERATIVE	52785	12771	33.2	24.2	105	5757	33.8	10.9	107	8714	32.9	16.5	105				
	RADIO IMPERATIVE	52882	12345	32.1	23.3	102	5385	31.6	10.2	100	8501	32.1	16.1	102				
OUTDOOR-TELEVISION: DUAL		32030	8004	20.8	25.0	109	3855	22.6	12.0	119	5350	20.2	16.7	106				
	OUTDOOR IMPERATIVE	54626	14390	37.4	26.3	115	6216	36.5	11.4	112	10191	38.5	18.7	118				
	TELEVISION IMPERATIVE	54874	11020	28.6	20.1	87	4647	27.3	8.5	83	7469	28.2	13.6	86				
RADIO-TELEVISION: DUAL		33386	7796	20.2	23.4	102	3393	19.9	10.2	100	5348	20.2	16.0	101				
	RADIO IMPERATIVE	53810	13976	36.3	26.0	113	6201	36.4	11.5	113	9771	36.9	18.2	115				
	TELEVISION IMPERATIVE	54023	11272	29.3	20.9	91	5133	30.1	9.5	94	7465	28.2	13.8	88				

	TOTAL U.S. '000	DRINK RUM				DARK				LIGHT/WHITE				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	38501	100.0	23.0	100	17035	100.0	10.2	100	26476	100.0	15.8	100				
ATLANTIC MONTHLY	867	323	0.8	37.3	162	*172	1.0	19.8	195	*214	0.8	24.7	156				
BARRON'S	1580	541	1.4	34.2	149	*349	2.0	22.1	217	382	1.4	24.2	153				
BETTER HOMES & GARDENS	22203	5537	14.4	24.9	109	2430	14.3	10.9	108	3949	14.9	17.8	113				
BON APPETIT	3810	1237	3.2	32.5	141	596	3.5	15.6	154	919	3.5	24.1	153				
BUSINESS WEEK	4663	1442	3.7	30.9	135	750	4.4	16.1	158	1036	3.9	22.2	141				
CAR AND DRIVER	3102	1030	2.7	33.2	145	612	3.6	19.7	194	682	2.6	22.0	139				
CBS MAGAZINE NETWORK (GROSS)	7311	2279	5.9	31.2	136	1329	7.8	18.2	179	1324	5.0	18.1	115				
CHANGING TIMES	3400	975	2.5	28.7	125	523	3.1	15.4	151	641	2.4	18.9	119				
COLONIAL HOMES	1796	514	1.3	28.6	125	*215	1.3	12.0	118	381	1.4	21.2	134				
CONDE NAST MAG. PKG. (GROSS)	19924	6373	16.6	32.0	139	2572	15.1	12.9	127	4598	17.4	23.1	146				
CONSUMERS DIGEST	3125	824	2.1	26.4	115	387	2.3	12.4	122	584	2.2	18.7	118				
COSMOPOLITAN	10577	3519	9.1	33.3	145	1372	8.1	13.0	128	2618	9.9	24.8	157				
COUNTRY LIVING	3746	1225	3.2	32.7	142	453	2.7	12.1	119	917	3.5	24.5	155				
CUISINE	2214	799	2.1	36.1	157	357	2.1	16.1	159	553	2.1	25.0	158				
CYCLE WORLD	2394	618	1.6	25.8	112	*298	1.7	12.4	123	376	1.4	15.7	99				
DCI:CREATIVE IDEAS FOR LIV	3068	801	2.1	26.1	114	395	2.3	12.9	127	521	2.0	17.0	108				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2500	6.5	26.2	114	1086	6.4	11.4	112	1824	6.9	19.1	121				
DISCOVER	2277	721	1.9	31.7	138	379	2.2	16.6	164	435	1.6	19.1	121				
EBONY	7187	1892	4.9	26.3	115	1034	6.1	14.4	142	1035	3.9	14.4	91				
ESQUIRE	2560	670	1.7	26.2	114	305	1.8	11.9	117	402	1.5	15.7	99				
ESSENCE	3242	922	2.4	28.4	124	538	3.2	16.6	163	425	1.6	13.1	83				
FAMILY CIRCLE	19639	4657	12.1	23.7	103	1916	11.2	9.8	96	3287	12.4	16.7	106				
THE FAMILY HANDYMAN	3540	919	2.4	26.0	113	413	2.4	11.7	115	694	2.6	19.6	124				
FAMILY WEEKLY	23924	5236	13.6	21.9	95	2308	13.5	9.6	95	3663	13.8	15.3	97				
FIELD & STREAM	9883	2407	6.3	24.4	106	1064	6.2	10.8	106	1705	6.4	17.3	109				
FOOD & WINE	1030	358	0.9	34.8	151	*196	1.2	19.0	187	*200	0.8	19.4	123				
FORBES	2679	907	2.4	33.9	147	445	2.6	16.6	164	628	2.4	23.4	149				
FORTUNE	2931	955	2.5	32.6	142	531	3.1	18.1	178	642	2.4	21.9	139				
GENTLEMEN'S QUARTERLY	3481	1345	3.5	38.6	168	746	4.4	21.4	211	932	3.5	26.8	170				
GLAMOUR	7163	2331	6.1	32.5	142	901	5.3	12.6	124	1736	6.6	24.2	154				
GOLF DIGEST	2355	732	1.9	31.1	135	359	2.1	15.2	150	503	1.9	21.4	135				
GOLF DIGEST/TENNIS (GROSS)	3610	1105	2.9	30.6	133	551	3.2	15.3	150	752	2.8	20.8	132				
GOLF MAGAZINE	2046	628	1.6	30.7	134	*311	1.8	15.2	150	448	1.7	21.9	139				
GOLF MAGAZINE/SKI (GROSS)	3547	1079	2.8	30.4	133	545	3.2	15.4	151	761	2.9	21.5	136				
GOOD HOUSEKEEPING	20353	4967	12.9	24.4	106	2112	12.4	10.4	102	3622	13.7	17.8	113				
HARPER'S BAZAAR	3362	1114	2.9	33.1	144	512	3.0	15.2	150	741	2.8	22.0	140				
HEALTH	2987	699	1.8	23.4	102	364	2.1	12.2	120	493	1.9	16.5	105				
HEARST MAG CORP. BUY (GROSS)	67928	19038	49.4	28.0	122	8420	49.4	12.4	122	13555	51.2	20.0	126				
HEARST MAN POWER (GROSS)	11282	2963	7.7	26.3	114	1566	9.2	13.9	137	2005	7.6	17.8	113				
HEARST WOMAN POWER (GROSS)	40514	10938	28.4	27.0	118	4573	26.8	11.3	111	7970	30.1	19.7	125				
HOUSE BEAUTIFUL	4885	1530	4.0	31.3	136	776	4.6	15.9	156	1023	3.9	20.9	133				
INC.	1308	499	1.3	38.1	166	*270	1.6	20.6	203	333	1.3	25.5	161				
JET	6498	1905	4.9	29.3	128	1121	6.6	17.3	170	949	3.6	14.6	93				
LADIES' HOME JOURNAL	14797	3633	9.4	24.6	107	1476	8.7	10.0	98	2667	10.1	18.0	114				
LHJ FAMILY GRP COMBO(GROSS)	21743	5645	14.7	26.0	113	2491	14.6	11.5	113	4027	15.2	18.5	117				
LIFE	9881	2722	7.1	27.5	120	1379	8.1	14.0	137	1812	6.8	18.3	116				
L.A. TIMES HOME MAGAZINE	2775	897	2.3	32.3	141	562	3.3	20.3	199	710	2.7	25.6	162				
MADEMOISELLE	4219	1272	3.3	30.1	131	474	2.8	11.2	111	928	3.5	22.0	139				
MC CALL'S	16422	4153	10.8	25.3	110	1730	10.2	10.5	104	3012	11.4	18.3	116				
MC CALL'S/WRK MOTHER (GROSS)	17919	4609	12.0	25.7	112	1954	11.5	10.9	107	3275	12.4	18.3	116				
MECHANIX ILLUSTRATED	4433	1137	3.0	25.6	112	519	3.0	11.7	115	805	3.0	15.2	115				
METROPOLITAN HOME	1504	458	1.2	30.5	133	274	1.6	18.2	179	231	0.9	15.4	97				
MONEY	4723	1611	4.2	34.1	149	777	4.6	16.5	162	1096	4.1	23.2	147				
MOTHER EARTH NEWS	2325	769	2.0	33.1	144	419	2.5	18.0	177	528	2.0	22.7	144				
MS.	1189	435	1.1	36.6	159	*250	1.5	21.0	207	241	0.9	20.3	128				
NATIONAL ENQUIRER	18892	4215	10.9	22.3	97	1883	11.1	10.0	98	2807	10.6	14.9	94				
NATIONAL GEOGRAPHIC	22129	6294	16.3	28.4	124	2772	16.3	12.5	123	4636	17.5	20.9	133				
NATIONAL SUNDAY MAGAZINE PKG	103750	26134	67.9	25.2	110	11781	69.2	11.4	112	18197	68.7	17.5	111				
NATURAL HISTORY	1379	384	1.0	27.8	121	*191	1.1	13.9	136	*231	0.9	16.8	106				
NEW WOMAN	2289	715	1.9	31.2	136	328	1.9	14.3	141	460	1.7	20.1	127				
NEW YORK INCLUDING CUE	1088	277	0.7	25.5	111	*180	1.1	16.5	163	*182	0.7	16.7	106				
THE NEW YORKER	2459	828	2.2	33.7	147	378	2.2	15.4	151	616	2.3	25.1	159				
NEWSWEEK	16527	4609	12.0	27.9	121	1994	11.7	12.1	119	3441	13.0	20.8	132				
THE N.Y. TIMES DAILY EDITION	2739	872	2.3	31.8	139	458	2.7	16.7	165	613	2.3	22.4	142				
THE N.Y. TIMES MAGAZINE	4443	1429	3.7	32.2	140	827	4.9	18.6	183	1026	3.9	23.1	146				
OMNI	2799	1003	2.6	35.8	156	546	3.2	19.5	192	696	2.6	24.9	158				
ON CABLE	2209	509	1.3	23.0	100	*235	1.4	10.6	105	298	1.1	13.5	85				
1001 HOME IDEAS	3959	1313	3.4	33.2	144	651	3.8	16.4	162	867	3.3	21.9	139				
ORGANIC GARDENING	3111	738	1.9	23.7	103	397	2.3	12.8	126	550	2.1	17.7	112				
OUTDOOR LIFE	5024	1210	3.1	24.1	105	553	3.2	11.0	108	791	3.0	15.7	100				
PARADE MAGAZINE	51292	13441	34.9	26.2	114	6103	35.8	11.9	117	9414	35.6	18.4	116				

	TOTAL U.S. '000	DRINK RUM				DARK				LIGHT/WHITE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	38501	100.0	23.0	100	17035	100.0	10.2	100	26476	100.0	15.8	100				
PARENTS	5298	1550	4.0	29.3	127	640	3.8	12.1	119	1082	4.1	20.4	129				
PENTHOUSE	5129	1922	5.0	37.5	163	1045	6.1	20.4	201	1219	4.6	23.8	151				
PEOPLE	21070	6339	16.5	30.1	131	2877	16.9	13.7	134	4528	17.1	21.5	136				
PLAYBOY	10562	3678	9.6	34.8	152	1809	10.6	17.1	169	2424	9.2	23.0	145				
POPULAR HOT RODDING	2498	733	1.9	29.3	128	461	2.7	18.5	182	495	1.9	19.8	126				
POPULAR MECHANICS	5887	1477	3.8	25.1	109	740	4.3	12.6	124	1053	4.0	17.9	113				
POPULAR SCIENCE	4317	1448	3.8	33.5	146	707	4.2	16.4	161	1030	3.9	23.9	151				
PREVENTION	5792	1315	3.4	22.7	99	545	3.2	9.4	93	902	3.4	15.6	99				
PSYCHOLOGY TODAY	3284	1085	2.8	33.0	144	581	3.4	17.7	174	708	2.7	21.6	137				
READER'S DIGEST	40046	8897	23.1	22.2	97	3822	22.4	9.5	94	6229	23.5	15.6	99				
REDBOOK	9584	2453	6.4	25.6	112	1088	6.4	11.4	112	1730	6.5	18.1	114				
ROAD & TRACK	2590	825	2.1	31.9	139	495	2.9	19.1	188	453	1.7	17.5	111				
ROLLING STONE	3302	1367	3.6	41.4	180	751	4.4	22.7	224	931	3.5	28.2	179				
RUNNER'S WORLD	1229	358	0.9	29.1	127	*184	1.1	15.0	147	*248	0.9	20.2	128				
SATURDAY EVENING POST	2110	615	1.6	29.1	127	334	2.0	15.8	156	383	1.4	18.2	115				
SCIENCE 84	1543	582	1.5	37.7	164	*314	1.8	20.3	200	392	1.5	25.4	161				
SCIENCE DIGEST	1747	564	1.5	32.3	141	*297	1.7	17.0	167	395	1.5	22.6	143				
SCIENTIFIC AMERICAN	1994	688	1.8	34.5	150	460	2.7	23.1	227	451	1.7	22.6	143				
SELF	3119	998	2.6	32.0	139	437	2.6	14.0	138	659	2.5	21.1	134				
SEVENTEEN	3923	1062	2.8	27.1	118	578	3.4	14.7	145	708	2.7	18.0	114				
SKI	1501	451	1.2	30.0	131	234	1.4	15.6	153	312	1.2	20.8	132				
SMITHSONIAN	5976	1775	4.6	29.7	129	893	5.2	14.9	147	1265	4.8	21.2	134				
SOAP OPERA DIGEST	4228	1184	3.1	28.0	122	536	3.1	12.7	125	707	2.7	16.7	106				
SOUTHERN LIVING	6488	1700	4.4	26.2	114	690	4.1	10.6	105	1303	4.9	20.1	127				
SPORT	3500	876	2.3	25.0	109	377	2.2	10.8	106	595	2.2	17.0	108				
THE SPORTING NEWS	2456	732	1.9	29.8	130	*303	1.8	12.3	121	512	1.9	20.8	132				
SPORTS AFIELD	3648	922	2.4	25.3	110	530	3.1	14.5	143	556	2.1	15.2	97				
SPORTS ILLUSTRATED	14484	4109	10.7	28.4	124	1874	11.0	12.9	127	2930	11.1	20.2	128				
STAR	12661	3006	7.8	23.7	103	1348	7.9	10.6	105	2002	7.6	15.8	100				
SUNDAY	52799	13788	35.8	26.1	114	6211	36.5	11.8	116	9382	35.4	17.8	113				
SUNSET	3513	1079	2.8	30.7	134	686	4.0	19.5	192	819	3.1	23.3	148				
TV GUIDE	42766	10894	28.3	25.5	111	4860	28.5	11.4	112	7471	28.2	17.5	111				
TENNIS	1254	373	1.0	29.7	130	*192	1.1	15.3	151	*249	0.9	19.9	126				
TIME	22054	6467	16.8	29.3	128	3058	18.0	13.9	137	4654	17.6	21.1	134				
TOWN & COUNTRY	1555	509	1.3	32.7	143	*198	1.2	12.7	125	369	1.4	23.7	150				
TRAVEL & LEISURE	2173	673	1.7	31.0	135	365	2.1	16.8	165	461	1.7	21.2	134				
TRUE STORY	4636	1166	3.0	25.2	110	551	3.2	11.9	117	702	2.7	15.1	96				
U.S. NEWS & WORLD REPORT	10353	2652	6.9	25.6	112	1298	7.6	12.5	123	1878	7.1	18.1	115				
USA TODAY	4994	1503	3.9	30.1	131	691	4.1	13.8	136	1085	4.1	21.7	138				
US	3528	1062	2.8	30.1	131	509	3.0	14.4	142	684	2.6	19.4	123				
VOGUE	5424	1773	4.6	32.7	142	760	4.5	14.0	138	1274	4.8	23.5	149				
WALL STREET JOURNAL	6292	1902	4.9	30.2	132	1048	6.2	16.7	164	1387	5.2	22.0	140				
WEIGHT WATCHERS	2762	766	2.0	27.7	121	260	1.5	9.4	93	606	2.3	21.9	139				
WOMAN'S DAY	16320	4271	11.1	26.2	114	1678	9.9	10.3	101	3070	11.6	18.8	119				
WORKING WOMAN	1496	457	1.2	30.5	133	*224	1.3	15.0	147	*263	1.0	17.6	111				
WORKING WOMAN	1851	627	1.6	33.9	148	*255	1.5	13.8	136	421	1.6	22.7	144				
WORLD TENNIS	580	*231	0.6	39.8	174	*140	0.8	24.1	238	*133	0.5	22.9	145				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4077	10.6	32.8	143	2304	13.5	18.6	183	2704	10.2	21.8	138				
BLAIR INSERTS	91671	23736	61.7	25.9	113	10857	63.7	11.8	117	16619	62.8	18.1	115				
DAILY NEWSPAPERS																	
READ ANY	109190	26079	67.7	23.9	104	11276	66.2	10.3	102	18416	69.6	16.9	107				
READ ONE	89587	21051	54.7	23.5	102	9001	52.8	10.0	99	14655	55.4	16.4	104				
READ TWO OR MORE	19602	5028	13.1	25.7	112	2275	13.4	11.6	114	3761	14.2	19.2	122				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	27573	71.6	25.1	110	12482	73.3	11.4	112	19158	72.4	17.5	111				
READ ONE	95074	23510	61.1	24.7	108	10461	61.4	11.0	108	16174	61.1	17.0	108				
READ TWO OR MORE	14588	4064	10.6	27.9	121	2021	11.9	13.9	136	2985	11.3	20.5	130				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.07				31.74				32.89							
30 DAY REACH	149706	35169	91.3	23.5	102	15681	92.1	10.5	103	24294	91.8	16.2	103				
50 SHWG - 30 DAY AV FREQ	15.16	16.73				16.56				17.17							
30 DAY REACH	142406	33762	87.7	23.7	103	15034	88.3	10.6	104	23308	88.0	16.4	104				
25 SHWG - 30 DAY AV FREQ	8.23	8.94				8.85				9.20							
30 DAY REACH	131152	31583	82.0	24.1	105	14079	82.6	10.7	106	21743	82.1	16.6	105				
CABLE TV: HOME WIRED	66879	16730	43.5	25.0	109	7041	41.3	10.5	104	12074	45.6	18.1	114				
HOME NOT WIRED	100848	21771	56.5	21.6	94	9994	58.7	9.9	98	14402	54.4	14.3	90				
HAVE PAY CABLE	35024	9849	25.6	28.1	123	4265	25.0	12.2	120	7233	27.3	20.7	131				

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	31237	100.0	18.6	100	4118	100.0	2.5	100								
MALES	79263	15006	48.0	18.9	102	2233	54.2	2.8	115								
FEMALES	88464	16232	52.0	18.3	99	1885	45.8	2.1	87								
18 - 24	28671	7504	24.0	26.2	141	884	21.5	3.1	126								
25 - 34	39536	9913	31.7	25.1	135	1346	32.7	3.4	139								
35 - 44	28978	5816	18.6	20.1	108	650	15.8	2.2	91								
45 - 54	22345	3458	11.2	15.6	84	558	13.6	2.5	102								
55 - 64	22224	2829	9.1	12.7	68	*357	8.7	1.6	65								
65 OR OLDER	25973	1688	5.4	6.5	35	*322	7.8	1.2	50								
18 - 34	68207	17417	55.8	25.5	137	2230	54.2	3.3	133								
18 - 49	108058	25101	80.4	23.2	125	3136	76.2	2.9	118								
25 - 54	90859	19218	61.5	21.2	114	2555	62.0	2.8	115								
35 - 49	39851	7684	24.6	19.3	104	906	22.0	2.3	93								
50 OR OLDER	59669	6137	19.6	10.3	55	982	23.8	1.6	67								
GRADUATED COLLEGE	28091	7049	22.6	25.1	135	1277	31.0	4.5	185								
ATTENDED COLLEGE	28936	7247	23.2	25.0	134	1044	25.4	3.6	147								
GRADUATED HIGH SCHOOL	65503	12148	38.9	18.5	100	1365	33.1	2.1	85								
DID NOT GRADUATE HIGH SCHOOL	45195	4794	15.3	10.6	57	*431	10.5	1.0	39								
EMPLOYED MALES	56429	11811	37.8	20.9	112	1753	42.6	3.1	127								
EMPLOYED FEMALES	43971	10011	32.0	22.8	122	1315	31.9	3.0	122								
EMPLOYED FULL-TIME	87773	19030	60.9	21.7	116	2589	62.9	2.9	120								
EMPLOYED PART-TIME	12627	2792	8.9	22.1	119	*480	11.7	3.8	155								
NOT EMPLOYED	67327	9415	30.1	14.0	75	1049	25.5	1.6	63								
PROFESSIONAL/MANAGER	25845	6032	19.3	23.3	125	1109	26.9	4.3	175								
TECH/CLERICAL/SALES	30895	7798	25.0	25.2	136	1019	24.7	3.3	134								
PRECISION/CRAFT	12629	2366	7.6	18.7	101	*302	7.3	2.4	97								
OTHER EMPLOYED	91031	5625	18.0	18.1	97	639	15.5	2.1	84								
SINGLE	35557	8742	28.0	24.6	132	1488	36.1	4.2	170								
MARRIED	103585	18025	57.7	17.4	93	2021	49.1	2.0	79								
DIVORCED/SEPARATED/WIDOWED	28585	4471	14.3	15.6	84	608	14.8	2.1	87								
PARENTS	59295	12201	39.1	20.6	110	944	22.9	1.6	65								
WHITE	146081	27280	87.3	18.7	100	3739	90.8	2.6	104								
BLACK	17974	3343	10.7	18.6	100	*305	7.4	1.7	69								
OTHER	3672	*614	2.0	16.7	90	*74	1.8	2.0	82								
NORTHEAST-CENSUS	37005	6773	21.7	18.3	98	1040	25.3	2.8	114								
NORTH CENTRAL	42642	7693	24.6	18.0	97	827	20.1	1.9	79								
SOUTH	56777	9229	29.5	16.3	87	1012	24.6	1.8	73								
WEST	31303	7543	24.1	24.1	129	1238	30.1	4.0	161								
NORTHEAST-MKTG.	38125	6967	22.3	18.3	98	1093	26.5	2.9	117								
EAST CENTRAL	24794	4232	13.5	17.1	92	*447	10.9	1.8	73								
WEST CENTRAL	28511	5258	16.8	18.4	99	608	14.8	2.1	87								
SOUTH	48953	8237	26.4	16.8	90	814	19.8	1.7	68								
PACIFIC	27344	6543	20.9	23.9	128	1156	28.1	4.2	172								
COUNTY SIZE A	59301	13863	44.4	20.0	107	2545	61.8	3.7	150								
COUNTY SIZE B	50633	9963	31.9	19.7	106	926	22.5	1.8	74								
COUNTY SIZE C	26259	4809	15.4	18.3	98	*481	11.7	1.8	75								
COUNTY SIZE D	21534	2602	8.3	12.1	65	*166	4.0	0.8	31								
METRO CENTRAL CITY	50014	10000	32.0	20.0	107	1470	35.7	2.9	120								
METRO SUBURBAN	76832	15118	48.4	19.7	106	2255	54.8	2.9	120								
NON-METRO	40881	6120	19.6	15.0	80	*392	9.5	1.0	39								
TOP 5 ADI'S	39550	8140	26.1	20.6	111	1496	36.3	3.8	154								
TOP 10 ADI'S	54877	10722	34.4	19.6	105	2029	49.3	3.7	151								
TOP 20 ADI'S	77516	15505	49.6	20.0	107	2779	67.5	3.6	146								
HSGLD INC. \$50,000 OR MORE	17257	4007	12.8	23.2	125	658	16.0	3.8	155								
\$40,000 OR MORE	33235	7517	24.1	22.6	121	1131	27.5	3.4	139								
\$30,000 OR MORE	59693	13042	41.8	21.8	117	2068	50.2	3.5	141								
\$25,000 OR MORE	76275	16700	53.5	21.9	118	2485	60.3	3.3	133								
\$20,000 - \$24,999	18607	3527	11.3	19.0	102	*386	9.4	2.1	84								
\$15,000 - \$19,999	17175	3117	10.0	18.1	97	383	9.3	2.2	91								
\$10,000 - \$14,999	24569	4025	12.9	16.4	88	484	11.8	2.0	80								
UNDER \$10,000	31101	3869	12.4	12.4	67	*381	9.3	1.2	50								
HOUSEHOLD OF 1 PERSON	19441	2912	9.3	15.0	80	590	14.3	3.0	124								
2 PEOPLE	51803	8741	28.0	16.9	91	1578	38.3	3.0	124								
3 OR 4 PEOPLE	66933	13601	43.5	20.3	109	1518	36.9	2.3	92								
5 OR MORE PEOPLE	29550	5983	19.2	20.2	109	*431	10.5	1.5	59								
NO CHILD IN HSHLD	96587	16135	51.7	16.7	90	2961	71.9	3.1	125								
CHILD(REN) UNDER 2 YRS	10844	2297	7.4	21.2	114	*101	2.5	0.9	38								
2 - 5 YEARS	26358	6080	19.5	23.1	124	*493	12.0	1.9	76								
6 - 11 YEARS	30453	6411	20.5	21.1	113	*448	10.9	1.5	60								
12 - 17 YEARS	36575	7308	23.4	20.0	107	*518	12.6	1.4	58								
RESIDENCE OWNED	117770	20397	65.3	17.3	93	2516	61.1	2.1	87								
VALUE: \$50,000 OR MORE	70166	13721	43.9	19.6	105	1978	48.0	2.8	115								
VALUE: UNDER \$50,000	47604	6676	21.4	14.0	75	*539	13.1	1.1	46								

		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	31237	100.0	18.6	100	4118	100.0	2.5	100								
MAGAZINES	QUINTILE 1	34022	8866	28.4	26.1	140	1223	29.7	3.6	146								
	QUINTILE 2	34800	7376	23.6	21.2	114	1028	25.0	3.0	120								
	QUINTILE 3	30514	5636	18.0	18.5	99	590	14.3	1.9	79								
	QUINTILE 4	33324	5500	17.6	16.5	89	792	19.2	2.4	97								
	QUINTILE 5	35066	3858	12.4	11.0	59	484	11.8	1.4	56								
NEWSPAPERS	QUINTILE 1	29107	6443	20.6	22.1	119	1058	25.7	3.6	148								
	QUINTILE 2	49095	9121	29.2	18.6	100	1222	29.7	2.5	101								
	QUINTILE 3	23107	4745	15.2	20.5	110	560	13.6	2.4	99								
	QUINTILE 4	33556	6324	20.2	18.8	101	814	19.8	2.4	99								
	QUINTILE 5	32863	4605	14.7	14.0	75	465	11.3	1.4	58								
OUTDOOR	QUINTILE 1	33431	7268	23.3	21.7	117	1010	24.5	3.0	123								
	QUINTILE 2	33478	6819	21.8	20.4	109	856	20.8	2.6	104								
	QUINTILE 3	33574	6305	20.2	18.8	101	728	17.7	2.2	88								
	QUINTILE 4	33935	5939	19.0	17.5	94	899	21.8	2.6	108								
	QUINTILE 5	33310	4907	15.7	14.7	79	624	15.2	1.9	76								
RADIO-DRIVE TIME	QUINTILE 1	33136	6367	20.4	19.2	103	902	21.9	2.7	111								
	QUINTILE 2	31658	6330	20.3	20.0	107	905	22.0	2.9	116								
	QUINTILE 3	32541	6264	20.4	19.6	105	1011	24.6	3.1	127								
	QUINTILE 4	34247	6707	21.5	19.6	105	812	19.7	2.4	97								
	QUINTILE 5	36144	5470	17.5	15.1	81	488	11.9	1.4	55								
RADIO-MID- DAY	TERCILE 1	45037	8552	27.4	19.0	102	1394	33.9	3.1	126								
	TERCILE 2	44819	8683	27.8	19.4	104	896	21.8	2.0	81								
	TERCILE 3	77872	14003	44.8	18.0	97	1827	44.4	2.3	96								
RADIO-TOTAL	QUINTILE 1	33763	6636	21.2	19.7	106	926	22.5	2.7	112								
	QUINTILE 2	33240	6810	21.8	20.5	110	1018	24.7	3.1	125								
	QUINTILE 3	33408	6808	21.8	20.4	109	934	22.7	2.8	114								
	QUINTILE 4	34792	6337	20.3	18.2	98	818	19.9	2.4	96								
	QUINTILE 5	32524	4647	14.9	14.3	77	421	10.2	1.3	53								
TV-PRIME TIME	QUINTILE 1	33090	5641	18.1	17.0	92	718	17.4	2.2	88								
	QUINTILE 2	33357	6720	21.5	20.1	108	708	17.2	2.1	86								
	QUINTILE 3	33980	6486	20.8	19.1	102	908	22.0	2.7	109								
	QUINTILE 4	33854	6447	20.6	19.0	102	854	20.7	2.5	103								
	QUINTILE 5	33444	5945	19.0	17.8	95	930	22.6	2.8	113								
TV-DAYTIME	TERCILE 1	49121	7544	24.2	15.4	82	922	22.4	1.9	76								
	TERCILE 2	48823	10084	32.3	20.7	111	1135	27.6	2.3	95								
	TERCILE 3	69782	13610	43.6	19.5	105	2061	50.0	3.0	120								
TV-TOTAL	QUINTILE 1	33584	5675	18.2	16.9	91	658	16.0	2.0	80								
	QUINTILE 2	33441	5647	18.1	16.9	91	599	14.5	1.8	73								
	QUINTILE 3	33505	6670	21.4	19.9	107	883	21.4	2.6	107								
	QUINTILE 4	33466	6670	21.4	19.9	107	1074	26.1	3.2	131								
	QUINTILE 5	33731	6575	21.0	19.5	105	904	22.0	2.7	109								
MAGAZINES-NEWSPAPERS: DUAL		44503	10412	33.3	23.4	126	1655	40.2	3.7	151								
MAGAZINE IMPERATIVE		39363	8797	28.2	22.3	120	917	22.3	2.3	95								
NEWSPAPER IMPERATIVE		46441	7290	23.3	15.7	84	867	21.1	1.9	76								
MAGAZINES-OUTDOOR: DUAL		33726	8099	25.9	24.0	129	1201	29.2	3.6	145								
MAGAZINE IMPERATIVE		52846	11082	35.5	21.0	113	1368	33.2	2.6	105								
OUTDOOR IMPERATIVE		52140	8691	27.8	16.7	90	995	24.2	1.9	78								
MAGAZINES-RADIO: DUAL		37081	8646	27.7	23.3	125	1346	32.7	3.6	148								
MAGAZINE IMPERATIVE		49747	10722	34.3	21.6	116	1228	29.8	2.5	101								
RADIO IMPERATIVE		49208	8319	26.6	16.9	91	1151	28.0	2.3	95								
MAGAZINES-TELEVISION: DUAL		33103	7100	22.7	21.4	115	823	20.0	2.5	101								
MAGAZINE IMPERATIVE		54575	12713	40.7	23.3	125	1849	44.9	3.4	138								
TELEVISION IMPERATIVE		53249	7451	23.9	14.0	75	775	18.8	1.5	59								
NEWSPAPERS-OUTDOOR: DUAL		36255	8053	25.8	22.2	119	1143	27.8	3.2	128								
NEWSPAPER IMPERATIVE		55591	10137	32.5	18.2	98	1436	34.9	2.6	105								
OUTDOOR IMPERATIVE		48319	9160	29.3	19.0	102	1020	24.8	2.1	86								
NEWSPAPERS-RADIO: DUAL		37242	8095	25.9	21.7	117	1199	29.1	3.2	131								
NEWSPAPER IMPERATIVE		54423	10433	33.4	19.2	103	1362	33.1	2.5	102								
RADIO IMPERATIVE		46650	8776	28.1	18.8	101	1222	29.7	2.6	107								
NEWSPAPERS-TELEVISION: DUAL		35974	6736	21.6	18.7	101	854	20.7	2.4	97								
NEWSPAPER IMPERATIVE		56095	12032	38.5	21.4	115	1825	44.3	3.3	133								
TELEVISION IMPERATIVE		47170	7608	24.4	16.1	87	716	17.4	1.5	62								
OUTDOOR-RADIO: DUAL		33748	6989	22.4	20.7	111	1030	25.0	3.1	124								
OUTDOOR IMPERATIVE		52785	10412	33.3	19.7	106	1141	27.7	2.2	88								
RADIO IMPERATIVE		52882	10063	32.2	19.0	102	1532	37.2	2.9	118								
OUTDOOR-TELEVISION: DUAL		32030	6520	20.9	20.4	109	640	15.5	2.0	81								
OUTDOOR IMPERATIVE		54626	11820	37.8	21.6	116	1688	41.0	3.1	126								
TELEVISION IMPERATIVE		54874	8650	27.7	15.8	85	1172	28.5	2.1	87								
RADIO-TELEVISION: DUAL		33386	6179	19.8	18.5	99	697	16.9	2.1	85								
RADIO IMPERATIVE		53810	11503	36.8	21.4	115	1879	45.6	3.5	142								
TELEVISION IMPERATIVE		54023	9081	29.1	16.8	90	1002	24.3	1.9	76								

	TOTAL U.S. '000	BACARDI				MYERS'S				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	31237	100.0	18.6	100	4118	100.0	2.5	100								
ATLANTIC MONTHLY	867	*288	0.9	33.2	178	**39	0.9	4.5	183								
BARRON'S	1580	480	1.5	30.4	163	**111	2.7	7.0	286								
BETTER HOMES & GARDENS	22203	4744	15.2	21.4	115	535	13.0	2.4	98								
BON APPETIT	3810	1002	3.2	26.3	141	*208	5.1	5.5	222								
BUSINESS WEEK	4663	1207	3.9	25.9	139	227	5.5	4.9	198								
CAR AND DRIVER	3102	885	2.8	28.5	153	*153	3.7	4.9	201								
CBS MAGAZINE NETWORK (GROSS)	7311	1880	6.0	25.7	138	350	8.5	4.8	195								
CHANGING TIMES	3400	813	2.6	23.9	128	**92	2.2	2.7	110								
COLONIAL HOMES	1796	449	1.4	25.0	134	**73	1.8	4.1	166								
CONDE NAST MAG. PKG. (GROSS)	19924	5256	16.8	26.4	142	742	18.0	3.7	152								
CONSUMERS DIGEST	3125	732	2.3	23.4	126	**76	1.8	2.4	99								
COSMOPOLITAN	10577	2897	9.3	27.4	147	401	9.7	3.8	154								
COUNTRY LIVING	3746	1088	3.5	29.0	156	**105	2.5	2.8	114								
CUISINE	2214	648	2.1	29.3	157	*145	3.5	6.5	267								
CYCLE WORLD	2394	519	1.7	21.7	116	**81	2.0	3.4	138								
DCI:CREATIVE IDEAS FOR LIV	3068	739	2.4	24.1	129	**19	0.5	0.6	25								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2252	7.2	23.6	127	*176	4.3	1.8	75								
DISCOVER	2277	642	2.1	28.2	151	**92	2.2	4.0	165								
EBONY	7187	1555	5.0	21.6	116	*135	3.3	1.9	77								
ESQUIRE	2560	554	1.8	21.6	116	*119	2.9	4.6	189								
ESSENCE	3242	755	2.4	23.3	125	**68	1.7	2.1	85								
FAMILY CIRCLE	19639	4035	12.9	20.5	110	365	8.9	1.9	76								
THE FAMILY HANDYMAN	3540	834	2.7	23.6	127	**96	2.3	2.7	110								
FAMILY WEEKLY	23924	4252	13.6	17.8	95	425	10.3	1.8	72								
FIELD & STREAM	9883	2060	6.6	20.8	112	*152	3.7	1.5	63								
FOOD & WINE	1030	310	1.0	30.1	162	**56	1.4	5.4	221								
FORBES	2679	785	2.5	29.3	157	*132	3.2	4.9	201								
FORTUNE	2931	859	2.7	29.3	157	*163	4.0	5.6	227								
GENTLEMEN'S QUARTERLY	3481	1114	3.6	32.0	172	*187	4.5	5.4	219								
GLAMOUR	7163	1939	6.2	27.1	145	*212	5.1	3.0	121								
GOLF DIGEST	2355	643	2.1	27.3	147	*153	3.7	6.5	265								
GOLF DIGEST/TENNIS (GROSS)	3610	990	3.2	27.4	147	*177	4.3	4.9	200								
GOLF MAGAZINE	2046	560	1.8	27.4	147	**116	2.8	5.7	231								
GOLF MAGAZINE/SKI (GROSS)	3547	924	3.0	26.1	140	*168	4.1	4.7	193								
GOOD HOUSEKEEPING	20353	4274	13.7	21.0	113	279	6.8	1.4	56								
HARPER'S BAZAAR	3362	835	2.7	24.8	133	*165	4.0	4.9	200								
HEALTH	2987	545	1.7	18.2	98	**59	1.4	2.0	80								
HEARST MAG CORP. BUY (GROSS)	67928	16214	51.9	23.9	128	1753	42.6	2.6	105								
HEARST MAN POWER (GROSS)	11282	2569	8.2	22.8	122	311	7.6	2.8	112								
HEARST WOMAN POWER (GROSS)	40514	9287	29.7	22.9	123	872	21.2	2.2	88								
HOUSE BEAUTIFUL	4885	1329	4.3	27.2	146	*149	3.6	3.1	124								
INC.	1308	441	1.4	33.7	181	**55	1.3	4.2	171								
JET	6498	1547	5.0	23.8	128	**117	2.8	1.8	73								
LADIES' HOME JOURNAL	14797	3187	10.2	21.5	116	231	5.6	1.6	64								
LHJ FAMILY GRP COMBO(GROSS)	21743	4930	15.8	22.7	122	402	9.8	1.8	75								
LIFE	9681	2172	7.0	22.0	118	349	8.5	3.5	144								
L.A. TIMES HOME MAGAZINE	2775	788	2.5	28.4	152	*149	3.6	5.4	219								
MADMOISELLE	4219	998	3.2	23.7	127	*160	3.9	3.8	154								
MC CALL'S	16422	3595	11.5	21.9	118	295	7.2	1.8	73								
MC CALL'S/WRK MOTHER (GROSS)	17919	3991	12.8	22.3	120	343	8.3	1.9	78								
MECHANIX ILLUSTRATED	4433	1054	3.4	23.8	128	*148	3.6	3.3	136								
METROPOLITAN HOME	1504	389	1.2	25.9	139	**43	1.0	2.9	116								
MONEY	4723	1377	4.4	29.2	157	325	7.9	6.9	280								
MOTHER EARTH NEWS	2325	728	2.3	31.3	168	**87	2.1	3.7	152								
MS.	1189	354	1.1	29.8	160	**68	1.7	5.7	233								
NATIONAL ENQUIRER	18892	3560	11.4	18.8	101	362	8.8	1.9	78								
NATIONAL GEOGRAPHIC	22129	5399	17.3	24.4	131	704	17.1	3.2	130								
NATIONAL SUNDAY MAGAZINE PKG	103750	21243	68.0	20.5	110	2946	71.5	2.8	116								
NATURAL HISTORY	1379	312	1.0	22.6	121	**44	1.1	3.2	130								
NEW WOMAN	2289	570	1.8	24.9	134	**62	1.5	2.7	110								
NEW YORK INCLUDING CUE	1088	250	0.8	23.0	123	**43	1.0	4.0	161								
THE NEW YORKER	2459	741	2.4	30.1	162	*132	3.2	5.4	219								
NEWSWEEK	16527	3879	12.4	23.5	126	599	14.5	3.6	148								
THE N.Y. TIMES DAILY EDITION	2739	662	2.1	24.2	130	*177	4.3	6.5	263								
THE N.Y. TIMES MAGAZINE	4443	1139	3.6	25.6	138	263	6.4	5.9	241								
OMNI	2799	863	2.8	30.8	166	*194	4.7	6.9	282								
ON CABLE	2209	460	1.5	20.8	112	**23	0.6	1.0	42								
1001 HOME IDEAS	3959	1198	3.8	30.3	162	**112	2.7	2.8	115								
ORGANIC GARDENING	3111	640	2.0	20.6	110	**56	1.4	1.8	73								
OUTDOOR LIFE	5024	944	3.0	18.8	101	**83	2.0	1.7	67								
PARADE MAGAZINE	51292	10908	34.9	21.3	114	1506	36.6	2.9	120								

	TOTAL U.S. '000	BACARDI				MYERS'S											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	31237	100.0	18.6	100	4118	100.0	2.5	100								
PARENTS	5298	1402	4.5	26.5	142	*118	2.9	2.2	91								
PENTHOUSE	5129	1662	5.3	32.4	174	*224	5.4	4.4	178								
PEOPLE	21070	5237	16.8	24.9	133	747	18.1	3.5	144								
PLAYBOY	10562	3103	9.9	29.4	158	462	11.2	4.4	178								
POPULAR HOT RODDING	2498	683	2.2	27.3	147	**41	1.0	1.6	67								
POPULAR MECHANICS	5887	1235	4.0	21.0	113	*179	4.3	3.0	124								
POPULAR SCIENCE	4317	1210	3.9	28.0	151	*180	4.4	4.2	170								
PREVENTION	5792	1095	3.5	18.9	102	*141	3.4	2.4	99								
PSYCHOLOGY TODAY	3284	944	3.0	28.7	154	*151	3.7	4.6	187								
READER'S DIGEST	40046	7395	23.7	18.5	99	738	17.9	1.8	75								
REDBOOK	9584	2116	6.8	22.1	119	*193	4.7	2.0	82								
ROAD & TRACK	2590	643	2.1	24.8	133	**125	3.0	4.8	197								
ROLLING STONE	3302	1119	3.6	33.9	182	*242	5.9	7.3	299								
RUNNER'S WORLD	1229	*257	0.8	20.9	112	**65	1.6	5.3	215								
SATURDAY EVENING POST	2110	490	1.6	23.2	125	**31	0.8	1.5	60								
SCIENCE 84	1543	535	1.7	34.7	186	**72	1.7	4.7	190								
SCIENCE DIGEST	1747	533	1.7	30.5	164	**56	1.4	3.2	131								
SCIENTIFIC AMERICAN	1994	576	1.8	28.9	155	*186	4.5	9.3	380								
SELF	3119	852	2.7	27.3	147	**129	3.1	4.1	168								
SEVENTEEN	3923	967	3.1	24.6	132	**84	2.0	2.1	87								
SKI	1501	364	1.2	24.3	130	**52	1.3	3.5	141								
SMITHSONIAN	5976	1476	4.7	24.7	133	233	5.7	3.9	159								
SOAP OPERA DIGEST	4228	964	3.1	22.8	122	**70	1.7	1.7	67								
SOUTHERN LIVING	6488	1512	4.8	23.3	125	*157	3.8	2.4	99								
SPORT	3500	691	2.2	19.7	106	*144	3.5	4.1	168								
THE SPORTING NEWS	2456	576	1.8	23.5	126	**88	2.1	3.6	146								
SPORTS AFIELD	3648	801	2.6	22.0	118	**76	1.8	2.1	85								
SPORTS ILLUSTRATED	14484	3370	10.8	23.3	125	521	12.7	3.6	147								
STAR	12661	2553	8.2	20.2	108	*241	5.9	1.9	78								
SUNDAY	52799	10864	34.8	20.6	110	1631	39.6	3.1	126								
SUNSET	3513	999	3.2	28.4	153	*139	3.4	4.0	161								
TV GUIDE	42766	9022	28.9	21.1	113	1048	25.4	2.5	100								
TENNIS	1254	347	1.1	27.7	149	**24	0.6	1.9	78								
TIME	22054	5320	17.0	24.1	130	1065	25.9	4.8	197								
TOWN & COUNTRY	1555	448	1.4	28.8	155	**50	1.2	3.2	131								
TRAVEL & LEISURE	2173	596	1.9	27.4	147	*101	2.5	4.6	189								
TRUE STORY	4636	964	3.1	20.8	112	**55	1.3	1.2	48								
U.S. NEWS & WORLD REPORT	10353	2218	7.1	21.4	115	313	7.6	3.0	123								
USA TODAY	4994	1258	4.0	25.2	135	278	6.8	5.6	227								
US	3528	920	2.9	26.1	140	*134	3.3	3.8	155								
VOGUE	5424	1467	4.7	27.0	145	240	5.8	4.4	180								
HALL STREET JOURNAL	6292	1497	4.8	23.8	128	377	9.2	6.0	244								
WEIGHT WATCHERS	2762	699	2.2	25.3	136	**54	1.3	2.0	80								
WOMAN'S DAY	16320	3719	11.9	22.8	122	*271	6.6	1.7	68								
WORKING MOTHER	1496	396	1.3	26.5	142	**48	1.2	3.2	131								
WORKING WOMAN	1851	494	1.6	26.7	143	**74	1.8	4.0	163								
WORLD TENNIS	580	**195	0.6	33.6	181	**8	0.2	1.4	56								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3549	11.4	28.6	154	524	12.7	4.2	172								
BLAIR INSERTS	91671	19164	61.4	20.9	112	2828	68.7	3.1	126								
DAILY NEWSPAPERS																	
READ ANY	109190	21085	67.5	19.3	104	2912	70.7	2.7	109								
READ ONE	89587	16892	54.1	18.9	101	2178	52.9	2.4	99								
READ TWO OR MORE	19602	4193	13.4	21.4	115	734	17.8	3.7	153								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	22390	71.7	20.4	110	3108	75.5	2.8	115								
READ ONE	95074	19115	61.2	20.1	108	2587	62.8	2.7	111								
READ TWO OR MORE	14588	3275	10.5	22.4	121	521	12.7	3.6	145								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.21				32.27											
30 DAY REACH	149706	28591	91.5	19.1	103	3752	91.1	2.5	102								
50 SHWG - 30 DAY AV FREQ	15.16	16.82				16.75											
30 DAY REACH	142406	27417	87.8	19.3	103	3614	87.8	2.5	103								
25 SHWG - 30 DAY AV FREQ	8.23	8.99				8.96											
30 DAY REACH	131152	25649	82.1	19.6	105	3385	82.2	2.6	105								
CABLE TV: HOME WIRED	66879	14001	44.8	20.9	112	1601	38.9	2.4	98								
HOME NOT WIRED	100848	17237	55.2	17.1	92	2516	61.1	2.5	102								
HAVE PAY CABLE	35024	8398	26.9	24.0	129	955	23.2	2.7	111								

TEQUILA

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-19

		'000	%	UNWEIGHTED					
6A. DO YOU YOURSELF DRINK IT?	YES	22189	13.2	2354					
	NO	145538	86.8	16756					
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
									UNWEIGHTED
IF YOU DO									
6B. WHICH BRANDS DO YOU DRINK?									
EL TORO		3122	1.9	1408	.8	1100	.7	614	.4
GAVILAN		485	.3	142	.1	189	.1	154	.1
JOSE CUERVO		11600	6.9	7062	4.2	3814	2.3	725	.4
MATADOR		1176	.7	455	.3	297	.2	424	.3
MONTEZUMA		1984	1.2	771	.5	808	.5	406	.2
OLE		568	.3	270	.2	208	.1	90	.1
OLMECA		299	.2	113	.1	91	.1	94	.1
SAUZA		1682	1.0	422	.3	805	.5	456	.3
TWO FINGERS		3855	2.3	1513	.9	1245	.7	1097	.7
OTHER BRANDS		5270	3.1	3251	1.9	990	.6	1028	.6
DO NOT KNOW		491	.3						64

IN LAST 7 DAYS

		'000	%	UNWEIGHTED
6C. ABOUT HOW MANY DRINKS OR GLASSES OF TEQUILA DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?				
8 OR MORE	H	355	.2	44
7	H	339	.2	26
5 - 6	H	428	.3	49
3 - 4	H	1327	.8	144
2	H	1868	1.1	219
1	H	2489	1.5	268
NONE	L	15384	9.2	1604

IN LAST 30 DAYS

	'000	%	UNWEIGHTED
8 OR MORE	1258	.8	131
7	708	.4	68
5 - 6	1254	.7	122
3 - 4	2529	1.5	283
2	2874	1.7	308
1	2922	1.7	303
NONE	10646	6.3	1139

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

8 OR MORE	1258	.8	131
7	708	.4	68
5 - 6	1254	.7	122
3 - 4	2529	1.5	283
2	2874	1.7	308
1	2922	1.7	303
NONE	10646	6.3	1139

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	22189	100.0	13.2	100	6805	100.0	4.1	100	15384	100.0	9.2	100				
MALES	79263	11716	52.8	14.8	112	3695	54.3	4.7	115	8021	52.1	10.1	120				
FEMALES	88464	10474	47.2	11.8	89	3110	45.7	3.5	87	7364	47.9	8.3	91				
18 - 24	28671	5488	24.7	19.1	145	1968	28.9	6.9	169	3520	22.9	12.3	134				
25 - 34	39536	7516	33.9	19.0	144	2159	31.7	5.5	135	5358	34.8	13.6	148				
35 - 44	28978	4344	19.6	15.0	113	1155	17.0	4.0	98	3189	20.7	11.0	120				
45 - 54	22345	1970	8.9	8.8	67	567	8.3	2.5	63	1404	9.1	6.3	69				
55 - 64	22224	1772	8.0	8.0	60	*466	6.8	2.1	52	1306	8.5	5.9	64				
65 OR OLDER	25973	1099	5.0	4.2	32	491	7.2	1.9	47	608	4.0	2.3	26				
18 - 34	68207	13004	58.6	19.1	144	4126	60.6	6.0	149	8878	57.7	13.0	142				
18 - 49	108058	18450	83.1	17.1	129	5601	82.3	5.2	128	12849	83.5	11.9	130				
25 - 54	90859	13831	62.3	15.2	115	3881	57.0	4.3	105	9950	64.7	11.0	119				
35 - 49	39851	5447	24.5	13.7	103	1475	21.7	3.7	91	3972	25.8	10.0	109				
50 OR OLDER	59669	3739	16.9	6.3	47	1204	17.7	2.0	50	2535	16.5	4.2	46				
GRADUATED COLLEGE	28091	5165	23.3	18.4	139	1095	16.1	3.9	96	4070	26.5	14.5	158				
ATTENDED COLLEGE	28938	5157	23.2	17.8	135	1528	22.5	5.3	130	3630	23.6	12.5	137				
GRADUATED HIGH SCHOOL	65503	8310	37.5	12.7	96	2607	38.3	4.0	98	5703	37.1	8.7	95				
DID NOT GRADUATE HIGH SCHOOL	45195	3557	16.0	7.9	59	1575	23.1	3.5	86	1982	12.9	4.4	48				
EMPLOYED MALES	56429	9216	41.5	16.3	123	2743	40.3	4.9	120	6473	42.1	11.5	125				
EMPLOYED FEMALES	43971	6671	30.1	15.2	115	1889	27.8	4.3	106	4781	31.1	10.9	119				
EMPLOYED FULL-TIME	87773	13932	62.8	15.9	120	3927	57.7	4.5	110	10005	65.0	11.4	124				
EMPLOYED PART-TIME	12627	1955	8.8	15.5	117	706	10.4	5.6	138	1249	8.1	9.9	108				
NOT EMPLOYED	67327	6302	28.4	9.4	71	2172	31.9	3.2	80	4130	26.8	6.1	67				
PROFESSIONAL/MANAGER	25845	4351	19.6	16.8	127	1079	15.9	4.2	103	3272	21.3	12.7	138				
TECH/CLERICAL/SALES	30895	5410	24.4	17.5	132	1373	20.2	4.4	110	4036	26.2	13.1	142				
PRECISION/CRAFT	12629	1879	8.5	14.9	112	769	11.3	6.1	150	1110	7.2	8.8	96				
OTHER EMPLOYED	31031	4246	19.1	13.7	103	1411	20.7	4.5	112	2835	18.4	9.1	100				
SINGLE	35557	6965	31.4	19.6	148	2548	37.4	7.2	177	4417	28.7	12.4	135				
MARRIED	103585	11814	53.2	11.4	86	3113	45.7	3.0	74	8701	56.6	8.4	92				
DIVORCED/SEPARATED/WIDOWED	28585	3410	15.4	11.9	90	1144	16.8	4.0	99	2266	14.7	7.9	86				
PARENTS	59295	8338	37.6	14.1	106	2229	32.8	3.8	93	6109	39.7	10.3	112				
WHITE	146081	19978	90.0	13.7	103	5818	85.5	4.0	98	14160	92.0	9.7	106				
BLACK	17974	1569	7.1	8.7	66	790	11.6	4.4	108	779	5.1	4.3	47				
OTHER	3672	*642	2.9	17.5	132	**197	2.9	5.4	132	***445	2.9	12.1	132				
NORTHEAST-CENSUS	37005	2684	12.1	7.3	55	849	12.5	2.3	57	1836	11.9	5.0	54				
NORTH CENTRAL	42642	4889	22.0	11.5	87	1439	21.1	3.4	83	3451	22.4	8.1	88				
SOUTH	56777	6331	28.5	11.2	84	2284	33.6	4.0	99	4047	26.3	7.1	78				
WEST	31303	8285	37.3	26.5	200	2234	32.8	7.1	176	6051	39.3	19.3	211				
NORTHEAST-MKTG.	38125	2712	12.2	7.1	54	1064	15.6	2.8	69	1649	10.7	4.3	47				
EAST CENTRAL	24794	2237	10.1	9.0	68	686	10.1	2.8	68	1550	10.1	6.3	68				
WEST CENTRAL	28511	4108	18.5	14.4	109	1073	15.8	3.8	93	3035	19.7	10.6	116				
SOUTH	48953	5806	26.2	11.9	90	1929	28.3	3.9	97	3877	25.2	7.9	86				
PACIFIC	27344	7327	33.0	26.8	203	2052	30.2	7.5	185	5274	34.3	19.3	210				
COUNTY SIZE A	69301	10870	49.0	15.7	119	3711	54.5	5.4	132	7159	46.5	10.3	113				
COUNTY SIZE B	50633	6179	27.8	12.2	92	1677	24.6	3.3	82	4501	29.3	8.9	97				
COUNTY SIZE C	26259	3523	15.9	13.4	101	935	13.7	3.6	88	2588	16.8	9.9	107				
COUNTY SIZE D	21534	1618	7.3	7.5	57	482	7.1	2.2	55	1136	7.4	5.3	58				
METRO CENTRAL CITY	50014	8159	36.8	16.3	123	2865	42.1	5.7	141	5294	34.4	10.6	115				
METRO SUBURBAN	76832	10170	45.8	13.2	100	2814	41.4	3.7	90	7357	47.8	9.6	104				
NON METRO	40881	3860	17.4	9.4	71	1126	16.5	2.8	68	2734	17.8	6.7	73				
TOP 5 ADI'S	39550	6207	28.0	15.7	119	2202	32.4	5.6	137	4005	26.0	10.1	110				
TOP 10 ADI'S	54877	8150	36.7	14.9	112	2947	43.3	5.4	132	5203	33.8	9.5	103				
TOP 20 ADI'S	77516	11401	51.4	14.7	111	3761	55.3	4.9	120	7640	49.7	9.9	107				
HSGLD INC. \$50,000 OR MORE	17257	2993	13.5	17.3	131	632	9.3	3.7	90	2361	15.3	13.7	149				
\$40,000 OR MORE	33235	5631	25.4	16.9	128	1368	20.1	4.1	101	4263	27.7	12.8	140				
\$30,000 OR MORE	59693	9572	43.1	16.0	121	2623	38.5	4.4	108	6949	45.2	11.6	127				
\$25,000 OR MORE	76275	12168	54.8	16.0	121	3174	46.6	4.2	103	8994	58.5	11.8	129				
\$20,000 - \$24,999	18607	2651	11.9	14.2	108	885	13.0	4.8	117	1766	11.5	9.5	103				
\$15,000 - \$19,999	17175	2174	9.8	12.7	96	717	10.5	4.2	103	1457	9.5	8.5	92				
\$10,000 - \$14,999	24569	2488	11.2	10.1	77	754	11.1	3.1	76	1734	11.3	7.1	77				
UNDER \$10,000	31101	2709	12.2	8.7	66	1276	18.8	4.1	101	1433	9.3	4.6	50				
HOUSEHOLD OF 1 PERSON	19441	2258	10.2	11.6	88	838	12.3	4.3	106	1420	9.2	7.3	80				
2 PEOPLE	51803	5839	26.3	11.3	85	1851	27.2	3.6	88	3988	25.9	7.7	84				
3 OR 4 PEOPLE	66933	9910	44.7	14.8	112	2757	40.5	4.1	102	7154	46.5	10.7	117				
5 OR MORE PEOPLE	29550	4182	18.8	14.2	107	1360	20.0	4.6	113	2822	18.3	9.5	104				
NO CHILD IN HSHLD	96587	12125	54.6	12.6	95	3940	57.9	4.1	101	8186	53.2	8.5	92				
CHILD(REN) UNDER 2 YRS	10844	1451	6.5	13.4	101	*527	7.7	4.9	120	924	6.0	8.5	93				
2 - 5 YEARS	26358	3892	17.5	14.8	112	1061	15.6	4.0	99	2831	18.4	10.7	117				
6 - 11 YEARS	30453	4566	20.6	15.0	113	1238	18.2	4.1	100	3328	21.6	10.9	119				
12 - 17 YEARS	36575	4923	22.2	13.5	102	1517	22.3	4.1	102	3406	22.1	9.3	102				
RESIDENCE OWNED	117770	13793	62.2	11.7	89	3868	56.8	3.3	81	9925	64.5	8.4	92				
VALUE: \$50,000 OR MORE	70166	9799	44.2	14.0	106	2692	39.6	3.8	95	7107	46.2	10.1	110				
VALUE: UNDER \$50,000	47604	3994	18.0	8.4	63	1176	17.3	2.5	61	2818	18.3	5.9	65				

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	22189	100.0	13.2	100	6805	100.0	4.1	100	15384	100.0	9.2	100				
MAGAZINES	QUINTILE 1	34022	6086	27.4	17.9	135	1555	22.9	4.6	113	4531	29.5	13.3	145				
	QUINTILE 2	34800	5013	22.6	14.4	109	1495	22.0	4.3	106	3518	22.9	10.1	110				
	QUINTILE 3	30514	3711	16.7	12.2	92	1195	17.6	3.9	97	2516	16.4	8.2	90				
	QUINTILE 4	33324	4151	18.7	12.5	94	1423	20.9	4.3	105	2729	17.7	8.2	89				
	QUINTILE 5	35066	3228	14.5	9.2	70	1137	16.7	3.2	80	2091	13.6	6.0	65				
NEWSPAPERS	QUINTILE 1	29107	3808	17.2	13.1	99	938	13.8	3.2	79	2870	18.7	9.9	108				
	QUINTILE 2	49095	6531	29.4	13.3	101	2096	30.8	4.3	105	4435	28.8	9.0	98				
	QUINTILE 3	23107	3132	14.1	13.6	102	1023	15.0	4.4	109	2110	13.7	9.1	100				
	QUINTILE 4	33556	4531	20.4	13.5	102	1386	20.4	4.1	102	3145	20.4	9.4	102				
	QUINTILE 5	32863	4187	18.9	12.7	96	1362	20.0	4.1	102	2825	18.4	8.6	94				
OUTDOOR	QUINTILE 1	33431	5874	26.5	17.6	133	1711	25.1	5.1	126	4164	27.1	12.5	136				
	QUINTILE 2	33478	4580	20.6	13.7	103	1402	20.6	4.2	103	3178	20.7	9.5	103				
	QUINTILE 3	33574	4338	19.6	12.9	98	1316	19.3	3.9	97	3022	19.6	9.0	98				
	QUINTILE 4	33935	4186	18.9	12.3	93	1393	20.5	4.1	101	2793	18.2	8.2	90				
	QUINTILE 5	33310	3211	14.5	9.6	73	984	14.5	3.0	73	2227	14.5	6.7	73				
RADIO-DRIVE TIME	QUINTILE 1	33136	4543	20.5	13.7	104	1266	18.6	3.8	94	3277	21.3	9.9	108				
	QUINTILE 2	31658	4497	20.3	14.2	107	1450	21.3	4.6	113	3046	19.8	9.6	105				
	QUINTILE 3	32541	4441	20.0	13.6	103	1250	18.4	3.8	95	3191	20.7	9.8	107				
	QUINTILE 4	34247	4788	21.6	14.0	106	1449	21.3	4.2	104	3339	21.7	9.7	106				
	QUINTILE 5	36144	3920	17.7	10.8	82	1390	20.4	3.8	95	2531	16.5	7.0	76				
RADIO-MID- DAY	TERCILE 1	45037	6218	28.0	13.8	104	1998	29.4	4.4	109	4220	27.4	9.4	102				
	TERCILE 2	44819	5649	25.5	12.6	95	1693	24.9	3.8	93	3956	25.7	8.8	96				
	TERCILE 3	77872	10321	46.5	13.3	100	3113	45.7	4.0	99	7208	46.9	9.3	101				
RADIO-TOTAL	QUINTILE 1	33763	4688	21.1	13.9	105	1328	19.5	3.9	97	3360	21.8	10.0	109				
	QUINTILE 2	33240	4888	22.0	14.7	111	1574	23.1	4.7	117	3314	21.5	10.0	109				
	QUINTILE 3	33408	4770	21.5	14.3	108	1415	20.8	4.2	104	3355	21.8	10.0	109				
	QUINTILE 4	34792	4596	20.7	13.2	100	1405	20.6	4.0	100	3192	20.7	9.2	100				
	QUINTILE 5	32524	3246	14.6	10.0	75	1083	15.9	3.3	82	2163	14.1	6.7	73				
TV-PRIME TIME	QUINTILE 1	33090	3587	16.2	10.8	82	1131	16.6	3.4	84	2456	16.0	7.4	81				
	QUINTILE 2	33357	4624	20.8	13.9	105	1565	23.0	4.7	116	3059	19.9	9.2	100				
	QUINTILE 3	33980	4624	20.8	13.6	103	1290	19.0	3.8	94	3334	21.7	9.8	107				
	QUINTILE 4	33854	4547	20.5	13.4	102	1488	21.9	4.4	108	3060	19.9	9.0	99				
	QUINTILE 5	33444	4807	21.7	14.4	109	1332	19.6	4.0	98	3475	22.6	10.4	113				
TV-DAYTIME	TERCILE 1	49121	5136	23.1	10.5	79	1770	26.0	3.6	89	3366	21.9	6.9	75				
	TERCILE 2	48823	6247	28.2	12.8	97	1916	28.2	3.9	97	4331	28.2	8.9	97				
	TERCILE 3	69782	10806	48.7	15.5	117	3119	45.8	4.5	110	7687	50.0	11.0	120				
TV-TOTAL	QUINTILE 1	33584	3728	16.8	11.1	84	1302	19.1	3.9	96	2426	15.8	7.2	79				
	QUINTILE 2	33441	4274	19.3	12.8	97	1420	20.9	4.2	105	2855	18.6	8.5	93				
	QUINTILE 3	33505	3968	17.9	11.8	90	1363	20.0	4.1	100	2605	16.9	7.8	85				
	QUINTILE 4	33466	5033	22.7	15.0	114	1522	22.4	4.5	112	3511	22.8	10.5	114				
	QUINTILE 5	33731	5187	23.4	15.4	116	1198	17.6	3.6	88	3988	25.9	11.8	129				
MAGAZINES-NEWSPAPERS: DUAL		44503	7083	31.9	15.9	120	2029	29.8	4.6	112	5054	32.9	11.4	124				
MAGAZINE IMPERATIVE		39363	6113	27.5	15.5	117	1741	25.6	4.4	109	4372	28.4	11.1	121				
NEWSPAPER IMPERATIVE		46441	4824	21.7	10.4	79	1637	24.1	3.5	87	3187	20.7	6.9	75				
MAGAZINES-OUTDOOR: DUAL		33726	5878	26.5	17.4	132	1528	22.5	4.5	112	4350	28.3	12.9	141				
MAGAZINE IMPERATIVE		52846	7038	31.7	13.3	101	2127	31.3	4.0	99	4911	31.9	9.3	101				
OUTDOOR IMPERATIVE		52140	6747	30.4	12.9	98	2295	33.7	4.4	108	4452	28.9	8.5	93				
MAGAZINES-RADIO: DUAL		37081	6008	27.1	16.2	122	1580	23.2	4.3	105	4428	28.8	11.9	130				
MAGAZINE IMPERATIVE		49747	7294	32.9	14.7	111	2085	30.6	4.2	103	5209	33.9	10.5	114				
RADIO IMPERATIVE		49208	6167	27.8	12.5	95	2216	32.6	4.5	111	3951	25.7	8.0	88				
MAGAZINES-TELEVISION: DUAL		33103	4400	19.8	13.3	100	1334	19.6	4.0	99	3066	19.9	9.3	101				
MAGAZINE IMPERATIVE		54575	9048	40.8	16.6	125	2403	35.3	4.4	109	6645	43.2	12.2	133				
TELEVISION IMPERATIVE		53249	5467	24.6	10.3	78	2047	30.1	3.8	95	3420	22.2	6.4	70				
NEWSPAPERS-OUTDOOR: DUAL		36255	5404	24.4	14.9	113	1718	25.2	4.7	117	3686	24.0	10.2	111				
NEWSPAPER IMPERATIVE		55591	6453	29.1	11.6	88	1923	28.3	3.5	85	4530	29.4	8.1	89				
OUTDOOR IMPERATIVE		48319	7368	33.2	15.2	115	2208	32.4	4.6	113	5160	33.5	10.7	116				
NEWSPAPERS-RADIO: DUAL		37242	5167	23.3	13.9	105	1680	24.7	4.5	111	3486	22.7	9.4	102				
NEWSPAPER IMPERATIVE		54423	6987	31.5	12.8	97	2056	30.2	3.8	93	4931	32.1	9.1	99				
RADIO IMPERATIVE		46650	6962	31.4	14.9	113	2060	30.3	4.4	109	4902	31.9	10.5	115				
NEWSPAPERS-TELEVISION: DUAL		35974	4214	19.0	11.7	89	1342	19.7	3.7	92	2872	18.7	8.0	87				
NEWSPAPER IMPERATIVE		56095	8038	36.2	14.3	108	2232	32.8	4.0	98	5807	37.7	10.4	113				
TELEVISION IMPERATIVE		47170	5715	25.8	12.1	92	2020	29.7	4.3	106	3695	24.0	7.8	85				
OUTDOOR-RADIO: DUAL		33748	5353	24.1	15.9	120	1450	21.3	4.3	106	3902	25.4	11.6	126				
OUTDOOR IMPERATIVE		52785	7494	33.8	14.2	107	2417	35.5	4.6	113	5077	33.0	9.6	105				
RADIO IMPERATIVE		52882	6733	30.3	12.7	96	2214	32.5	4.2	103	4519	29.4	8.5	93				
OUTDOOR-TELEVISION: DUAL		32030	4694	21.2	14.7	111	1338	19.7	4.2	103	3355	21.8	10.5	114				
OUTDOOR IMPERATIVE		54626	8625	38.9	15.8	119	2460	36.1	4.5	111	6164	40.1	11.3	123				
TELEVISION IMPERATIVE		54874	5562	25.1	10.1	77	2106	30.9	3.8	95	3457	22.5	6.3	69				
RADIO-TELEVISION: DUAL		33386	4405	19.9	13.2	100	1448	21.3	4.3	107	2957	19.2	8.9	97				
RADIO IMPERATIVE		53810	8088	36.5	15.0	114	2202	32.4	4.1	101	5886	38.3	10.9	119				
TELEVISION IMPERATIVE		54023	6033	27.2	11.2	84	2095	30.8	3.9	96	3938	25.6	7.3	79				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	22189	100.0	13.2	100	6805	100.0	4.1	100	15384	100.0	9.2	100				
ATLANTIC MONTHLY	867	*203	0.9	23.4	177	**15	0.2	1.7	43	*188	1.2	21.7	236				
BARRON'S	1580	*233	1.1	14.7	111	**62	0.9	3.9	97	*171	1.1	10.8	118				
BETTER HOMES & GARDENS	22203	2912	13.1	13.1	99	701	10.3	3.2	78	2210	14.4	10.0	109				
BON APPETIT	3810	773	3.5	20.3	153	*173	2.5	4.5	112	600	3.9	15.7	172				
BUSINESS WEEK	4663	870	3.9	18.7	141	*227	3.3	4.9	120	643	4.2	13.8	150				
CAR AND DRIVER	3102	677	3.1	21.8	165	*234	3.4	7.5	186	443	2.9	14.3	156				
CBS MAGAZINE NETWORK (GROSS)	7311	1792	8.1	24.5	185	436	6.4	6.0	147	1356	8.8	18.5	202				
CHANGING TIMES	3400	514	2.3	15.1	114	*150	2.2	4.4	109	365	2.4	10.7	117				
COLONIAL HOMES	1796	316	1.4	17.6	133	**95	1.4	5.3	130	*220	1.4	12.2	134				
CONDE NAST MAG. PKG. (GROSS)	19924	3621	16.3	18.2	137	1017	14.9	5.1	126	2603	16.9	13.1	142				
CONSUMERS DIGEST	3125	390	1.8	12.5	94	**113	1.7	3.6	89	277	1.8	8.9	97				
COSMOPOLITAN	10577	2064	9.3	19.5	148	625	9.2	5.9	146	1439	9.4	13.6	148				
COUNTRY LIVING	3746	594	2.7	15.9	120	**187	2.7	5.0	123	407	2.6	10.9	118				
CUISINE	2214	453	2.0	20.5	155	**82	1.2	3.7	91	372	2.4	16.8	183				
CYCLE WORLD	2394	485	2.2	20.3	153	**172	2.5	7.2	177	*313	2.0	13.1	143				
DCI:CREATIVE IDEAS FOR LIV	3068	394	1.8	12.8	97	**130	1.9	4.2	104	*264	1.7	8.6	94				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1300	5.9	13.6	103	345	5.1	3.6	89	954	6.2	10.0	109				
DISCOVER	2277	436	2.0	19.1	145	**109	1.6	4.8	118	327	2.1	14.4	157				
EBONY	7187	867	3.9	12.1	91	352	5.2	4.9	121	515	3.3	7.2	78				
ESQUIRE	2560	425	1.9	16.6	125	*112	1.6	4.4	108	313	2.0	12.2	133				
ESSENCE	3242	393	1.8	12.1	92	*114	1.7	3.5	87	*279	1.8	8.6	94				
FAMILY CIRCLE	19639	2303	10.4	11.7	89	647	9.5	3.3	81	1655	10.8	8.4	92				
THE FAMILY HANDYMAN	3540	544	2.5	15.4	116	*185	2.7	5.2	129	359	2.3	10.1	111				
FAMILY WEEKLY	23924	3000	13.5	12.5	95	653	9.6	2.7	67	2347	15.3	9.8	107				
FIELD & STREAM	9883	1465	6.6	14.8	112	356	5.2	3.6	89	1109	7.2	11.2	122				
FOOD & WINE	1030	*222	1.0	21.6	163	**43	0.6	4.2	103	*179	1.2	17.4	189				
FORBES	2679	548	2.5	20.5	155	**82	1.2	3.1	75	466	3.0	17.4	190				
FORTUNE	2931	694	3.1	23.7	179	*162	2.4	5.5	136	533	3.5	18.2	198				
GENTLEMEN'S QUARTERLY	3481	922	4.2	26.5	200	*258	3.8	7.4	183	664	4.3	19.1	208				
GLAMOUR	7163	1317	5.9	18.4	139	386	5.7	5.4	133	931	6.1	13.0	142				
GOLF DIGEST	2355	488	2.2	20.7	157	*128	1.9	5.4	134	360	2.3	15.3	167				
GOLF DIGEST/TENNIS (GROSS)	3610	722	3.3	20.0	151	*172	2.5	4.8	117	550	3.6	15.2	166				
GOLF MAGAZINE	2046	409	1.8	20.0	151	*70	1.0	3.4	84	*339	2.2	16.6	181				
GOLF MAGAZINE/SKI (GROSS)	3547	711	3.2	20.0	152	*132	1.9	3.7	92	579	3.8	16.3	178				
GOOD HOUSEKEEPING	20353	2327	10.5	11.4	86	696	10.2	3.4	84	1631	10.6	8.0	87				
HARPER'S BAZAAR	3362	718	3.2	21.4	161	*161	2.4	4.8	118	557	3.6	16.6	181				
HEALTH	2987	452	2.0	15.1	114	**113	1.7	3.8	93	*338	2.2	11.3	123				
HEARST MAG CORP. BUY (GROSS)	67928	10409	46.9	15.3	116	2633	38.7	3.9	96	7776	50.5	11.4	125				
HEARST MAN POWER (GROSS)	11282	1917	8.6	17.0	128	302	4.4	2.7	66	1614	10.5	14.3	156				
HEARST WOMAN POWER (GROSS)	40514	5717	25.8	14.1	107	1583	23.3	3.9	96	4135	26.9	10.2	111				
HOUSE BEAUTIFUL	4885	709	3.2	14.5	110	*217	3.2	4.4	109	492	3.2	10.1	110				
INC.	1308	347	1.6	26.5	201	**50	0.7	3.8	94	*297	1.9	22.7	248				
JET	6498	814	3.7	12.5	95	350	5.1	5.4	133	464	3.0	7.1	78				
LADIES' HOME JOURNAL	14797	1973	8.9	13.3	101	660	9.7	4.5	110	1313	8.5	8.9	97				
LHJ FAMILY GRP COMBO(GROSS)	21743	3070	13.8	14.1	107	901	13.2	4.1	102	2169	14.1	10.0	109				
LIFE	9881	1620	7.3	16.4	124	421	6.2	4.3	105	1200	7.8	12.1	132				
L.A. TIMES HOME MAGAZINE	2775	914	4.1	32.9	249	263	3.9	9.5	234	651	4.2	23.5	256				
MADMOISELLE	4219	734	3.3	17.4	132	*158	2.3	3.7	92	576	3.7	13.7	149				
MC CALL'S	16422	2352	10.6	14.3	108	610	9.0	3.7	92	1742	11.3	10.6	116				
MC CALL'S/MRK MOTHER (GROSS)	17919	2599	11.7	14.5	110	664	9.8	3.7	91	1935	12.6	10.8	118				
MECHANIX ILLUSTRATED	4433	676	3.0	15.2	115	*203	3.0	4.6	113	473	3.1	10.7	116				
METROPOLITAN HOME	1504	*226	1.0	15.0	114	**51	0.7	3.4	84	*175	1.1	11.6	127				
MONEY	4723	974	4.4	20.6	156	*240	3.5	5.1	125	734	4.8	15.5	169				
MOTHER EARTH NEWS	2325	610	2.7	26.2	198	**72	1.1	3.1	76	538	3.5	23.1	252				
MS.	1189	293	1.3	24.6	186	**26	0.4	2.2	54	*267	1.7	22.5	245				
NATIONAL ENQUIRER	18892	2443	11.0	12.9	98	698	10.3	3.7	91	1745	11.3	9.2	101				
NATIONAL GEOGRAPHIC	22129	3736	16.8	16.9	128	904	13.3	4.1	101	2832	18.4	12.8	140				
NATIONAL SUNDAY MAGAZINE PKG	103750	14655	66.0	14.1	107	4330	63.6	4.2	103	10325	67.1	10.0	109				
NATURAL HISTORY	1379	*289	1.3	21.0	158	**79	1.2	5.7	141	*210	1.4	15.2	166				
NEW WOMAN	2289	329	1.5	14.4	109	**72	1.1	3.1	78	*256	1.7	11.2	122				
NEW YORK INCLUDING CUE	1088	*144	0.6	13.2	100	**33	0.5	3.0	75	**111	0.7	10.2	111				
THE NEW YORKER	2459	431	1.9	17.5	132	*90	1.3	3.7	90	341	2.2	13.9	151				
NEWSWEEK	16527	2593	11.7	15.7	119	682	10.0	4.1	102	1911	12.4	11.6	126				
THE N.Y. TIMES DAILY EDITION	2739	287	1.3	10.5	79	**88	1.3	3.2	79	199	1.3	7.3	79				
THE N.Y. TIMES MAGAZINE	4443	443	2.0	10.0	75	*145	2.1	3.3	80	298	1.9	6.7	73				
OMNI	2799	735	3.3	26.3	198	*200	2.9	7.1	176	536	3.5	19.1	209				
ON CABLE	2209	380	1.7	17.2	130	**68	1.0	3.1	76	312	2.0	14.1	154				
1001 HOME IDEAS	3959	645	2.9	16.3	123	*127	1.9	3.2	79	518	3.4	13.1	143				
ORGANIC GARDENING	3111	377	1.7	12.1	92	**60	0.9	1.9	48	317	2.1	10.2	111				
OUTDOOR LIFE	5024	837	3.8	16.7	126	*244	3.6	4.9	120	593	3.9	11.8	129				
PARADE MAGAZINE	51292	7167	32.3	14.0	106	2349	34.5	4.6	113	4817	31.3	9.4	102				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	22189	100.0	13.2	100	6805	100.0	4.1	100	15384	100.0	9.2	100				
PARENTS	5298	761	3.4	14.4	109	*140	2.1	2.6	65	621	4.0	11.7	128				
PENTHOUSE	5129	1290	5.8	25.2	190	339	5.0	6.6	163	951	6.2	18.5	202				
PEOPLE	21070	3768	17.0	17.9	135	1105	16.2	5.2	129	2663	17.3	12.6	138				
PLAYBOY	10562	2546	11.5	24.1	182	658	9.7	6.2	154	1888	12.3	17.9	195				
POPULAR HOT RODDING	2498	507	2.3	20.3	153	**174	2.6	7.0	172	*334	2.2	13.4	146				
POPULAR MECHANICS	5887	897	4.0	15.2	115	*163	2.4	2.8	68	734	4.8	12.5	136				
POPULAR SCIENCE	4317	738	3.3	17.1	129	**197	2.9	4.6	112	541	3.5	12.5	137				
PREVENTION	5792	722	3.3	12.5	94	*133	2.0	2.3	57	589	3.8	10.2	111				
PSYCHOLOGY TODAY	3284	547	2.5	16.7	126	**108	1.6	3.3	81	439	2.9	13.4	146				
READER'S DIGEST	40046	4755	21.4	11.9	90	1274	18.7	3.2	78	3481	22.6	8.7	95				
REDBOOK	9584	1326	6.0	13.8	105	261	3.8	2.7	67	1065	6.9	11.1	121				
ROAD & TRACK	2590	713	3.2	27.5	208	*130	1.9	5.0	124	583	3.8	22.5	245				
ROLLING STONE	3302	1056	4.8	32.0	242	*276	4.1	8.4	206	780	5.1	23.6	258				
RUNNER'S WORLD	1229	*317	1.4	25.8	195	**44	0.6	3.6	88	*272	1.8	22.1	241				
SATURDAY EVENING POST	2110	252	1.1	11.9	90	**31	0.5	1.5	36	*221	1.4	10.5	114				
SCIENCE 84	1543	442	2.0	28.6	217	**86	1.3	5.6	137	356	2.3	23.1	252				
SCIENCE DIGEST	1747	341	1.5	19.5	148	**23	0.3	1.3	32	*318	2.1	18.2	198				
SCIENTIFIC AMERICAN	1994	497	2.2	24.9	188	**124	1.8	6.2	153	373	2.4	18.7	204				
SELF	3119	574	2.6	18.4	139	*150	2.2	4.8	119	424	2.8	13.6	148				
SEVENTEEN	3923	643	2.9	16.4	124	**128	1.9	3.3	80	515	3.3	13.1	143				
SKI	1501	302	1.4	20.1	152	**61	0.9	4.1	100	*240	1.6	16.0	174				
SMITHSONIAN	5976	1057	4.8	17.7	134	219	3.2	3.7	90	837	5.4	14.0	153				
SOAP OPERA DIGEST	4228	559	2.5	13.2	100	*151	2.2	3.6	88	408	2.7	9.6	105				
SOUTHERN LIVING	6488	905	4.1	13.9	105	*215	3.2	3.3	82	690	4.5	10.6	116				
SPORT	3500	571	2.6	16.3	123	*161	2.4	4.6	113	410	2.7	11.7	128				
THE SPORTING NEWS	2456	466	2.1	19.0	143	**136	2.0	5.5	136	330	2.1	13.4	146				
SPORTS AFIELD	3648	678	3.1	18.6	140	**117	1.7	3.2	79	562	3.7	15.4	168				
SPORTS ILLUSTRATED	14484	2582	11.6	17.8	135	793	11.7	5.5	135	1789	11.6	12.4	135				
STAR	12661	1720	7.8	13.6	103	634	9.3	5.0	123	1086	7.1	8.6	94				
SUNDAY	52799	7037	31.7	13.3	101	2212	32.5	4.2	103	4825	31.4	9.1	100				
SUNSET	3513	945	4.3	26.9	203	*186	2.7	5.3	130	759	4.9	21.6	236				
TV GUIDE	42766	5869	26.5	13.7	104	1823	26.8	4.3	105	4045	26.3	9.5	103				
TENNIS	1254	*234	1.1	18.7	141	**44	0.6	3.5	86	*190	1.2	15.2	165				
TIME	22054	3922	17.7	17.8	134	889	13.1	4.0	99	3033	19.7	13.8	150				
TOWN & COUNTRY	1555	289	1.3	18.6	140	**53	0.8	3.4	84	*236	1.5	15.2	165				
TRAVEL & LEISURE	2173	358	1.6	16.5	125	**116	1.7	5.3	132	242	1.6	11.1	121				
TRUE STORY	4636	575	2.6	12.4	94	*161	2.4	3.5	86	414	2.7	8.9	97				
U.S. NEWS & WORLD REPORT	10353	1471	6.6	14.2	107	433	6.4	4.2	103	1037	6.7	10.0	109				
USA TODAY	4994	811	3.7	16.2	123	*154	2.3	3.1	76	657	4.3	13.2	143				
US	3528	649	2.9	18.4	139	*160	2.4	4.5	112	489	3.2	13.9	151				
VOGUE	5424	996	4.5	18.4	139	323	4.7	6.0	147	673	4.4	12.4	135				
WALL STREET JOURNAL	6292	1085	4.9	17.2	130	329	4.8	5.2	129	755	4.9	12.0	131				
WEIGHT WATCHERS	2762	283	1.3	10.2	77	**47	0.7	1.7	42	237	1.5	8.6	94				
WOMAN'S DAY	16320	2056	9.3	12.6	95	547	8.0	3.4	83	1510	9.8	9.3	101				
WORKING MOTHER	1496	*248	1.1	16.6	125	**54	0.8	3.6	89	*193	1.3	12.9	141				
WORKING WOMAN	1851	357	1.6	19.3	146	**54	0.8	2.9	72	*303	2.0	16.4	178				
WORLD TENNIS	580	**119	0.5	20.5	155	**21	0.3	3.6	89	**99	0.6	17.1	186				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2715	12.2	21.9	165	712	10.5	5.7	141	2003	13.0	16.1	176				
BLAIR INSERTS	91671	13000	58.6	14.2	107	4015	59.0	4.4	108	8984	58.4	9.8	107				
DAILY NEWSPAPERS																	
READ ANY	109190	13979	63.0	12.8	97	4206	61.8	3.9	95	9773	63.5	9.0	98				
READ ONE	89587	11504	51.8	12.8	97	3645	53.6	4.1	100	7859	51.1	8.8	96				
READ TWO OR MORE	19602	2475	11.2	12.6	95	561	8.2	2.9	71	1914	12.4	9.8	106				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	15393	69.4	14.0	106	4591	67.5	4.2	103	10802	70.2	9.9	107				
READ ONE	95074	13427	60.5	14.1	107	4064	59.7	4.3	105	9362	60.9	9.8	107				
READ TWO OR MORE	14588	1966	8.9	13.5	102	527	7.7	3.6	89	1440	9.4	9.9	108				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	33.86				35.15				33.29							
30 DAY REACH	149706	20603	92.9	13.8	104	6270	92.1	4.2	103	14333	93.2	9.6	104				
50 SHWG - 30 DAY AV FREQ	15.16	17.66				18.39				17.34							
30 DAY REACH	142406	19812	89.3	13.9	105	6022	88.5	4.2	104	13790	89.6	9.7	106				
25 SHWG - 30 DAY AV FREQ	8.23	9.46				9.74				9.33							
30 DAY REACH	131152	18532	83.5	14.1	107	5687	83.6	4.3	107	12844	83.5	9.8	107				
CABLE TV: HOME WIRED	66879	9622	43.4	14.4	109	2483	36.5	3.7	92	7139	46.4	10.7	116				
HOME NOT WIRED	100848	12568	56.6	12.5	94	4322	63.5	4.3	106	8246	53.6	8.2	89				
HAVE PAY CABLE	35024	5794	26.1	16.5	125	1400	20.6	4.0	99	4394	28.6	12.5	137				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	11716	100.0	14.8	100	3695	100.0	4.7	100	8021	100.0	10.1	100				
HOUSEHOLD HEADS	66405	9188	78.4	13.8	94	2846	77.0	4.3	92	6341	79.1	9.5	94				
18 - 24	13945	2929	25.0	21.0	142	1143	30.9	8.2	176	1786	22.3	12.8	127				
25 - 34	19334	4162	35.5	21.5	146	1232	33.3	6.4	137	2931	36.5	15.2	150				
35 - 44	14196	2306	19.7	16.2	110	552	14.9	3.9	83	1755	21.9	12.4	122				
45 - 54	10896	1088	9.3	10.0	68	*331	9.0	3.0	65	758	9.5	7.0	69				
55 - 64	10378	838	7.2	8.1	55	*263	7.1	2.5	54	574	7.2	5.5	55				
65 OR OLDER	10514	392	3.3	3.7	25	**175	4.7	1.7	36	*218	2.7	2.1	20				
18 - 34	33279	7092	60.5	21.3	144	2375	64.3	7.1	153	4717	58.8	14.2	140				
18 - 49	52904	9965	85.1	18.8	127	3072	83.1	5.8	125	6893	85.9	13.0	129				
25 - 54	44426	7556	64.5	17.0	115	2114	57.2	4.8	102	5443	67.9	12.3	121				
35 - 49	19625	2873	24.5	14.6	99	697	18.9	3.6	76	2176	27.1	11.1	110				
50 OR OLDER	26359	1751	14.9	6.6	45	623	16.9	2.4	51	1128	14.1	4.3	42				
GRADUATED COLLEGE	15982	2901	24.8	18.2	123	588	15.9	3.7	79	2313	28.8	14.5	143				
ATTENDED COLLEGE	13629	2604	22.2	19.1	129	791	21.4	5.8	124	1813	22.6	13.3	131				
GRADUATED HIGH SCHOOL	28591	4269	36.4	14.9	101	1360	36.8	4.8	102	2909	36.3	10.2	101				
DID NOT GRADUATE HIGH SCHOOL	21061	1941	16.6	9.2	62	956	25.9	4.5	97	986	12.3	4.7	46				
EMPLOYED FULL-TIME	52316	8315	71.0	15.9	108	2368	64.1	4.5	97	5947	74.1	11.4	112				
EMPLOYED PART-TIME	4113	901	7.7	21.9	148	**375	10.1	9.1	196	*526	6.6	12.8	126				
NOT EMPLOYED	22834	2499	21.3	10.9	74	952	25.8	4.2	89	1548	19.3	6.8	67				
PROFESSIONAL/MANAGER	15034	2459	21.0	16.4	111	508	13.7	3.4	72	1950	24.3	13.0	128				
TECH/CLERICAL/SALES	11255	2187	18.7	19.4	131	628	17.0	5.6	120	1559	19.4	13.9	137				
PRECISION/CRAFT	11607	1750	14.9	15.1	102	710	19.2	6.1	131	1040	13.0	9.0	89				
OTHER EMPLOYED	18534	2821	24.1	15.2	103	897	24.3	4.8	104	1924	24.0	10.4	103				
SINGLE	19562	4154	35.5	21.2	144	1467	39.7	7.5	161	2688	33.5	13.7	136				
MARRIED	51896	6365	54.3	12.3	83	1767	47.8	3.4	73	4597	57.3	8.9	88				
DIVORCED/SEPARATED/WIDOWED	7804	1197	10.2	15.3	104	*461	12.5	5.9	127	736	9.2	9.4	93				
PARENTS	25372	3823	32.6	15.1	102	968	26.2	3.8	82	2855	35.6	11.3	111				
WHITE	69658	10430	89.0	15.0	101	3161	85.5	4.5	97	7269	90.6	10.4	103				
BLACK	7909	867	7.4	11.0	74	*362	9.8	4.6	98	505	6.3	6.4	63				
OTHER	1696	**419	3.6	24.7	167	**172	4.7	10.1	218	**247	3.1	14.6	144				
NORTHEAST-CENSUS	17202	1436	12.3	8.3	56	*461	12.5	2.7	57	975	12.2	5.7	56				
NORTH CENTRAL	20461	2707	23.1	13.2	90	771	20.9	3.8	81	1936	24.1	9.5	94				
SOUTH	26695	3472	29.6	13.0	88	1447	39.2	5.4	116	2026	25.3	7.6	75				
WEST	14906	4101	35.0	27.5	186	1017	27.5	6.8	146	3085	38.5	20.7	205				
NORTHEAST-MKTG.	17962	1331	11.4	7.4	50	537	14.5	3.0	64	794	9.9	4.4	44				
EAST CENTRAL	11741	1218	10.4	10.4	70	*363	9.8	3.1	66	855	10.7	7.3	72				
WEST CENTRAL	13518	2333	19.9	17.3	117	*591	16.0	4.4	94	1741	21.7	12.9	127				
SOUTH	23168	3276	28.0	14.1	96	1245	33.7	5.4	115	2031	25.3	8.8	87				
PACIFIC	12874	3558	30.4	27.6	187	958	25.9	7.4	160	2599	32.4	20.2	199				
COUNTY SIZE A	32596	5557	47.4	17.0	115	1895	51.3	5.8	125	3663	45.7	11.2	111				
COUNTY SIZE B	23814	3348	28.6	14.1	95	954	25.8	4.0	86	2393	29.8	10.0	99				
COUNTY SIZE C	12663	2020	17.2	16.0	108	*563	15.2	4.4	95	1457	18.2	11.5	114				
COUNTY SIZE D	10190	791	6.8	7.8	53	*283	7.7	2.8	60	*508	6.3	5.0	49				
METRO CENTRAL CITY	23190	4372	37.3	18.9	128	1569	42.5	6.8	145	2803	34.9	12.1	119				
METRO SUBURBAN	36920	5382	45.9	14.6	99	1550	41.9	4.2	90	3832	47.8	10.4	103				
NON METRO	19152	1962	16.7	10.2	69	*576	15.6	3.0	65	1386	17.3	7.2	72				
TOP 5 ADI'S	18703	3093	26.4	16.5	112	1145	31.0	6.1	131	1948	24.3	10.4	103				
TOP 10 ADI'S	26158	4222	36.0	16.1	109	1573	42.6	6.0	129	2649	33.0	10.1	100				
TOP 20 ADI'S	36612	5820	49.7	15.9	108	1970	53.3	5.4	115	3850	48.0	10.5	104				
HSGLD INC. \$50,000 OR MORE	9326	1487	12.7	15.9	108	*295	8.0	3.2	68	1192	14.9	12.8	126				
\$40,000 OR MORE	18002	2802	23.9	15.6	105	635	17.2	3.5	76	2167	27.0	12.0	119				
\$30,000 OR MORE	31361	5243	44.8	16.7	113	1362	36.9	4.3	93	3881	48.4	12.4	122				
\$25,000 OR MORE	39858	6577	56.1	16.5	112	1672	45.3	4.2	90	4905	61.2	12.3	122				
\$20,000 - \$24,999	8664	1320	11.3	15.2	103	*476	12.9	5.5	118	843	10.5	9.7	96				
\$15,000 - \$19,999	7964	1183	10.1	14.9	100	*351	9.5	4.4	95	832	10.4	10.4	103				
\$10,000 - \$14,999	11093	1275	10.9	11.5	78	509	13.8	4.6	98	766	9.5	6.9	68				
UNDER \$10,000	11683	1362	11.6	11.7	79	687	18.6	5.9	126	675	8.4	5.8	57				
HOUSEHOLD OF 1 PERSON	7453	1135	9.7	15.2	103	450	12.2	6.0	130	685	8.5	9.2	91				
2 PEOPLE	24757	2993	25.5	12.1	82	999	27.0	4.0	87	1994	24.9	8.1	80				
3 OR 4 PEOPLE	32682	5443	46.5	16.7	113	1489	40.3	4.6	98	3954	49.3	12.1	120				
5 OR MORE PEOPLE	14370	2144	18.3	14.9	101	*757	20.5	5.3	113	1387	17.3	9.7	95				
NO CHILD IN HSHLD	46768	6815	58.2	14.6	99	2388	64.6	5.1	110	4427	55.2	9.5	94				
CHILD(REN) UNDER 2 YRS	4799	719	6.1	15.0	101	**300	8.1	6.3	134	*419	5.2	8.7	86				
2 - 5 YEARS	11125	1896	16.2	17.0	115	*562	15.2	5.1	108	1334	16.6	12.0	118				
6 - 11 YEARS	14193	2372	20.2	16.7	113	646	17.5	4.6	98	1726	21.5	12.2	120				
12 - 17 YEARS	17402	2308	19.7	13.3	90	695	18.8	4.0	86	1613	20.1	9.3	92				
RESIDENCE OWNED	56398	7107	60.7	12.6	85	2090	56.6	3.7	79	5017	62.5	8.9	88				
VALUE: \$50,000 OR MORE	34811	4974	42.5	14.3	97	1399	37.9	4.0	86	3575	44.6	10.3	101				
VALUE: UNDER \$50,000	21587	2133	18.2	9.9	67	*691	18.7	3.2	69	1442	18.0	6.7	66				

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	11716	100.0	14.8	100	3695	100.0	4.7	100	8021	100.0	10.1	100				
MAGAZINES	QUINTILE 1	16033	3401	29.0	21.2	144	841	22.8	5.2	113	2560	31.9	16.0	158				
	QUINTILE 2	15354	2344	20.0	15.3	103	638	17.3	4.2	89	1706	21.3	11.1	110				
	QUINTILE 3	15888	1989	17.0	12.5	85	747	20.2	4.7	101	1241	15.5	7.8	77				
	QUINTILE 4	17310	2248	19.2	13.0	88	778	21.1	4.5	96	1470	18.3	8.5	84				
	QUINTILE 5	14677	1734	14.8	11.8	80	690	18.7	4.7	101	1044	13.0	7.1	70				
NEWSPAPERS	QUINTILE 1	15277	2196	18.7	14.4	97	462	12.5	3.0	65	1735	21.6	11.4	112				
	QUINTILE 2	22745	3385	28.9	14.9	101	1117	30.2	4.9	105	2267	28.3	10.0	98				
	QUINTILE 3	10692	1504	12.8	14.1	95	*508	13.7	4.8	102	996	12.4	9.3	92				
	QUINTILE 4	11646	1852	15.8	15.9	108	*577	15.6	5.0	106	1275	15.9	10.9	108				
	QUINTILE 5	18903	2779	23.7	14.7	99	1031	27.9	5.5	117	1748	21.8	9.2	91				
OUTDOOR	QUINTILE 1	16620	2947	25.2	17.7	120	882	23.9	5.3	114	2065	25.7	12.4	123				
	QUINTILE 2	16377	2587	22.1	15.8	107	821	22.2	5.0	108	1767	22.0	10.8	107				
	QUINTILE 3	15995	2259	19.3	14.1	96	800	21.7	5.0	107	1459	18.2	9.1	90				
	QUINTILE 4	15592	2237	19.1	14.3	97	737	19.9	4.7	101	1500	18.7	9.6	95				
	QUINTILE 5	14679	1686	14.4	11.5	78	456	12.3	3.1	67	1230	15.3	8.4	83				
RADIO-DRIVE TIME	QUINTILE 1	15746	2373	20.3	15.1	102	716	19.4	4.5	98	1658	20.7	10.5	104				
	QUINTILE 2	15067	2444	20.9	16.2	110	799	21.6	5.3	114	1645	20.5	10.9	108				
	QUINTILE 3	15631	2175	18.6	13.9	94	651	17.6	4.2	89	1524	19.0	9.7	96				
	QUINTILE 4	16245	2719	23.2	16.7	113	843	22.8	5.2	111	1877	23.4	11.6	114				
	QUINTILE 5	16573	2005	17.1	12.1	82	687	18.6	4.1	89	1317	16.4	7.9	79				
RADIO-MID- DAY	TERCILE 1	21788	3424	29.2	15.7	106	1192	32.3	5.5	117	2232	27.8	10.2	101				
	TERCILE 2	21151	2886	24.6	13.6	92	950	25.7	4.5	96	1936	24.1	9.2	90				
	TERCILE 3	36323	5405	46.1	14.9	101	1552	42.0	4.3	92	3853	48.0	10.6	105				
RADIO-TOTAL	QUINTILE 1	15977	2651	22.6	16.6	112	798	21.6	5.0	107	1853	23.1	11.6	115				
	QUINTILE 2	15923	2506	21.4	15.7	106	900	24.4	5.7	121	1605	20.0	10.1	100				
	QUINTILE 3	14980	2413	20.6	16.1	109	614	16.6	4.1	88	1799	22.4	12.0	119				
	QUINTILE 4	17123	2397	20.5	14.0	95	848	22.9	5.0	106	1550	19.3	9.1	89				
	QUINTILE 5	15260	1749	14.9	11.5	78	535	14.5	3.5	75	1214	15.1	8.0	79				
TV-PRIME TIME	QUINTILE 1	15674	2097	17.9	13.4	91	634	17.2	4.0	87	1463	18.2	9.3	92				
	QUINTILE 2	15944	2163	18.5	13.6	92	740	20.0	4.6	100	1423	17.7	8.9	88				
	QUINTILE 3	16037	2474	21.1	15.4	104	793	21.5	4.9	106	1681	21.0	10.5	104				
	QUINTILE 4	15412	2236	19.1	14.5	98	797	21.6	5.2	111	1440	18.0	9.3	92				
	QUINTILE 5	16194	2745	23.4	17.0	115	731	19.8	4.5	97	2014	25.1	12.4	123				
TV-DAYTIME	TERCILE 1	19156	2255	19.2	11.8	80	761	20.6	4.0	85	1494	18.6	7.8	77				
	TERCILE 2	19343	2870	24.5	14.8	100	927	25.1	4.8	103	1943	24.2	10.0	99				
	TERCILE 3	40764	6591	56.3	16.2	109	2008	54.3	4.9	106	4584	57.1	11.2	111				
TV-TOTAL	QUINTILE 1	15844	2023	17.3	12.8	86	686	18.6	4.3	93	1337	16.7	8.4	83				
	QUINTILE 2	15767	2346	20.0	14.9	101	780	21.1	4.9	106	1565	19.5	9.9	98				
	QUINTILE 3	15775	1954	16.7	12.4	84	760	20.6	4.8	103	1193	14.9	7.6	75				
	QUINTILE 4	15903	2591	22.1	16.3	110	813	22.0	5.1	110	1778	22.2	11.2	110				
	QUINTILE 5	15974	2802	23.9	17.5	119	655	17.7	4.1	88	2147	26.8	13.4	133				
MAGAZINES-NEWSPAPERS: DUAL		21225	3890	33.2	18.3	124	1078	29.2	5.1	109	2811	35.0	13.2	131				
MAGAZINE IMPERATIVE		17728	2935	25.1	16.6	112	850	23.0	4.8	103	2085	26.0	11.8	116				
NEWSPAPER IMPERATIVE		22987	2478	21.2	10.8	73	860	23.3	3.7	80	1618	20.2	7.0	70				
MAGAZINES-OUTDOOR: DUAL		16244	3065	26.2	18.9	128	738	20.0	4.5	97	2327	29.0	14.3	142				
MAGAZINE IMPERATIVE		24016	3678	31.4	15.3	104	1125	30.4	4.7	100	2553	31.8	10.6	105				
OUTDOOR IMPERATIVE		26020	3657	31.2	14.1	95	1445	39.1	5.6	119	2212	27.6	8.5	84				
MAGAZINES-RADIO: DUAL		16918	2907	24.8	17.2	116	775	21.0	4.6	98	2132	26.6	12.6	125				
MAGAZINE IMPERATIVE		23456	3904	33.3	16.6	113	1063	28.8	4.5	97	2842	35.4	12.1	120				
RADIO IMPERATIVE		23900	3552	30.3	14.9	101	1326	35.9	5.5	119	2226	27.8	9.3	92				
MAGAZINES-TELEVISION: DUAL		15791	2295	19.6	14.5	98	699	18.9	4.4	95	1596	19.9	10.1	100				
MAGAZINE IMPERATIVE		25476	4680	39.9	18.4	124	1247	33.7	4.9	105	3433	42.8	13.5	133				
TELEVISION IMPERATIVE		25744	2942	25.1	11.4	77	1147	31.0	4.5	96	1795	22.4	7.0	69				
NEWSPAPERS-OUTDOOR: DUAL		17628	2747	23.4	15.6	105	897	24.3	5.1	109	1850	23.1	10.5	104				
NEWSPAPER IMPERATIVE		26414	3523	30.1	13.3	90	993	26.9	3.8	81	2530	31.5	9.6	95				
OUTDOOR IMPERATIVE		23059	3885	33.2	16.8	114	1323	35.8	5.7	123	2563	32.0	11.1	110				
NEWSPAPERS-RADIO: DUAL		17996	2891	24.7	16.1	109	982	26.6	5.5	117	1909	23.8	10.6	105				
NEWSPAPER IMPERATIVE		26269	3586	30.6	13.7	92	928	25.1	3.5	76	2658	33.1	10.1	100				
RADIO IMPERATIVE		21342	3543	30.2	16.6	112	1138	30.8	5.3	114	2405	30.0	11.3	111				
NEWSPAPERS-TELEVISION: DUAL		17359	2221	19.0	12.8	87	587	15.9	3.4	73	1634	20.4	9.4	93				
NEWSPAPER IMPERATIVE		26889	4185	35.7	15.6	105	1215	32.9	4.5	97	2970	37.0	11.0	109				
TELEVISION IMPERATIVE		21698	3045	26.0	14.0	95	1227	33.2	5.7	121	1818	22.7	8.4	83				
OUTDOOR-RADIO: DUAL		16456	2773	23.7	16.9	114	849	23.0	5.2	111	1924	24.0	11.7	116				
OUTDOOR IMPERATIVE		25870	3973	33.9	15.4	104	1312	35.5	5.1	109	2661	33.2	10.3	102				
RADIO IMPERATIVE		23943	3581	30.6	15.0	101	1150	31.1	4.8	103	2430	30.3	10.1	100				
OUTDOOR-TELEVISION: DUAL		15918	2586	22.1	16.2	110	823	22.3	5.2	111	1763	22.0	11.1	109				
OUTDOOR IMPERATIVE		26398	4364	37.2	16.5	112	1276	34.5	4.8	104	3088	38.5	11.7	116				
TELEVISION IMPERATIVE		24851	2950	25.2	11.9	80	1114	30.1	4.5	96	1836	22.9	7.4	73				
RADIO-TELEVISION: DUAL		15584	2337	19.9	15.0	101	741	20.1	4.8	102	1595	19.9	10.2	101				
RADIO IMPERATIVE		25472	4214	36.0	16.5	112	1281	34.7	5.0	108	2933	36.6	11.5	114				
TELEVISION IMPERATIVE		25578	3163	27.0	12.4	84	1150	31.1	4.5	96	2013	25.1	7.9	78				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	11716	100.0	14.8	100	3695	100.0	4.7	100	8021	100.0	10.1	100				
ATLANTIC MONTHLY	452	**170	1.5	37.6	254	**11	0.3	2.4	52	**159	2.0	35.2	348				
BARRON'S	1058	*144	1.2	13.6	92	**39	1.1	3.7	79	*106	1.3	10.0	99				
BETTER HOMES & GARDENS	4773	840	7.2	17.6	119	*232	6.3	4.9	104	608	7.6	12.7	126				
BON APPETIT	1037	244	2.1	23.5	159	**78	2.1	7.5	161	*166	2.1	16.0	158				
BUSINESS WEEK	3193	626	5.3	19.6	133	*165	4.5	5.2	111	460	5.7	14.4	142				
CAR AND DRIVER	2705	652	5.6	24.1	163	*218	5.9	8.1	173	434	5.4	16.0	159				
CBS MAGAZINE NETWORK (GROSS)	5678	1532	13.1	27.0	183	355	9.6	6.3	134	1178	14.7	20.7	205				
CHANGING TIMES	1847	354	3.0	19.2	130	**104	2.8	5.6	121	*250	3.1	13.5	134				
COLONIAL HOMES	492	**125	1.1	25.4	172	**32	0.9	6.5	140	**93	1.2	18.9	187				
CONDE NAST MAG. PKG. (GROSS)	2066	630	5.4	30.5	206	**185	5.0	9.0	192	*445	5.5	21.5	213				
CONSUMERS DIGEST	1719	*250	2.1	14.5	98	**80	2.2	4.7	100	*171	2.1	9.9	98				
COSMOPOLITAN	1762	502	4.3	28.5	193	*123	3.3	7.0	150	*379	4.7	21.5	213				
COUNTRY LIVING	1110	*183	1.6	16.5	112	**59	1.6	5.3	114	**124	1.5	11.2	110				
CUISINE	660	*181	1.5	27.4	186	**15	0.4	2.3	49	*166	2.1	25.2	249				
CYCLE WORLD	1924	455	3.9	23.6	160	**156	4.2	8.1	174	*300	3.7	15.6	154				
DCI:CREATIVE IDEAS FOR LIV	437	**98	0.8	22.4	152	**24	0.6	5.5	118	**74	0.9	16.9	167				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	410	3.5	16.5	111	**82	2.2	3.3	71	*328	4.1	13.2	130				
DISCOVER	1279	*326	2.8	25.5	172	**100	2.7	7.8	168	*226	2.8	17.7	175				
EBONY	2898	425	3.6	14.7	99	*151	4.1	5.2	112	274	3.4	9.5	93				
ESQUIRE	1384	295	2.5	21.3	144	**77	2.1	5.6	119	*218	2.7	15.8	156				
ESSENCE	850	*211	1.8	24.8	168	**49	1.3	5.8	124	**162	2.0	19.1	188				
FAMILY CIRCLE	2430	344	2.9	14.2	96	**85	2.3	3.5	75	*259	3.2	10.7	105				
THE FAMILY HANDYMAN	2356	356	3.0	15.1	102	**116	3.1	4.9	106	*240	3.0	10.2	101				
FAMILY WEEKLY	11533	1578	13.5	13.7	93	323	8.7	2.8	60	1254	15.6	10.9	107				
FIELD & STREAM	7444	1122	9.6	15.1	102	340	9.2	4.6	98	782	9.7	10.5	104				
FOOD & WINE	416	**108	0.9	26.0	176	**16	0.4	3.8	83	**93	1.2	22.4	221				
FORBES	1865	337	2.9	18.1	122	**49	1.3	2.6	56	289	3.6	15.5	153				
FORTUNE	1849	431	3.7	23.3	158	**80	2.2	4.3	93	351	4.4	19.0	188				
GENTLEMEN'S QUARTERLY	2284	682	5.8	29.9	202	*184	5.0	8.1	173	497	6.2	21.8	215				
GLAMOUR	538	**155	1.3	28.8	195	**29	0.8	5.4	116	**127	1.6	23.6	233				
GOLF DIGEST	1649	310	2.6	18.8	127	**75	2.0	4.5	98	*235	2.9	14.3	141				
GOLF DIGEST/TENNIS (GROSS)	2294	427	3.6	18.6	126	**88	2.4	3.8	82	339	4.2	14.8	146				
GOLF MAGAZINE	1577	*317	2.7	20.1	136	**54	1.5	3.4	73	*263	3.3	16.7	165				
GOLF MAGAZINE/SKI (GROSS)	2487	564	4.8	22.7	153	*103	2.8	4.1	89	461	5.7	18.5	183				
GOOD HOUSEKEEPING	2569	320	2.7	12.5	84	**91	2.5	3.5	76	*229	2.9	8.9	88				
HARPER'S BAZAAR	431	**190	1.6	44.1	298	**23	0.6	5.3	114	**167	2.1	38.7	383				
HEALTH	788	*160	1.4	20.3	137	**45	1.2	5.7	123	**115	1.4	14.6	144				
HEARST MAG CORP. BUY (GROSS)	18781	3584	30.6	19.1	129	699	18.9	3.7	80	2885	36.0	15.4	152				
HEARST MAN POWER (GROSS)	9169	1661	14.2	18.1	123	264	7.1	2.9	62	1397	17.4	15.2	151				
HEARST WOMAN POWER (GROSS)	5452	985	8.4	18.1	122	*224	6.1	4.1	88	761	9.5	14.0	138				
HOUSE BEAUTIFUL	1020	*162	1.4	15.9	107	**28	0.8	2.7	59	**134	1.7	13.1	130				
INC.	993	*293	2.5	29.5	200	**46	1.2	4.6	99	*247	3.1	24.9	246				
JET	2808	477	4.1	17.0	115	*183	5.0	6.5	140	*294	3.7	10.5	103				
LADIES' HOME JOURNAL	1868	*308	2.6	16.5	112	**95	2.6	5.1	109	**213	2.7	11.4	113				
LHJ FAMILY GRP COMBO(GROSS)	3582	705	6.0	19.7	133	*193	5.2	5.4	116	512	6.4	14.3	141				
LIFE	4817	930	7.9	19.3	131	*258	7.0	5.4	115	672	8.4	14.0	138				
L.A. TIMES HOME MAGAZINE	1465	485	4.1	33.1	224	*163	4.4	11.1	239	323	4.0	22.0	218				
MADAMOISELLE	460	**168	1.4	36.5	247	**21	0.6	4.6	98	**147	1.8	32.0	316				
MC CALL'S	1764	393	3.4	22.3	151	**58	1.6	3.3	71	*335	4.2	19.0	188				
MC CALL'S/WRK MOTHER (GROSS)	2062	482	4.1	23.4	158	**67	1.8	3.2	70	415	5.2	20.1	199				
MECHANIX ILLUSTRATED	3625	588	5.0	16.2	110	**170	4.6	4.7	101	417	5.2	11.5	114				
METROPOLITAN HOME	495	**149	1.3	30.1	204	**22	0.6	4.4	95	**127	1.6	25.7	254				
MONEY	3017	694	5.9	23.0	156	*169	4.6	5.6	120	525	6.5	17.4	172				
MOTHER EARTH NEWS	1203	408	3.5	33.9	229	**48	1.3	4.0	86	361	4.5	30.0	297				
MS.	*257	**99	0.8	38.5	261	**4	0.1	1.6	33	**94	1.2	36.6	361				
NATIONAL ENQUIRER	6921	1079	9.2	15.6	105	290	7.8	4.2	90	790	9.8	11.4	113				
NATIONAL GEOGRAPHIC	11626	1950	16.6	16.8	113	438	11.9	3.8	81	1512	18.9	13.0	129				
NATIONAL SUNDAY MAGAZINE PKG	49424	7659	65.4	15.5	105	2184	59.1	4.4	95	5475	68.3	11.1	109				
NATURAL HISTORY	753	*220	1.9	29.2	198	**61	1.7	8.1	174	**158	2.0	21.0	207				
NEW WOMAN	*296	**104	0.9	35.1	238	**6	0.2	2.0	43	**97	1.2	32.8	324				
NEW YORK INCLUDING CUE	541	**106	0.9	19.6	133	**25	0.7	4.6	99	**81	1.0	15.0	148				
THE NEW YORKER	1078	269	2.3	25.0	169	**58	1.6	5.4	115	*212	2.6	19.7	194				
NEWSWEEK	9602	1714	14.6	17.9	121	410	11.1	4.3	92	1304	16.3	13.6	134				
THE N.Y. TIMES-DAILY EDITION	1376	*177	1.5	12.9	87	**44	1.2	3.2	69	*134	1.7	9.7	96				
THE N.Y. TIMES MAGAZINE	2110	222	1.9	10.5	71	**60	1.6	2.8	61	*163	2.0	7.7	76				
OMNI	1927	575	4.9	29.8	202	**160	4.3	8.3	178	414	5.2	21.5	212				
ON CABLE	911	*214	1.8	23.5	159	**17	0.5	1.9	40	*197	2.5	21.6	214				
1001 HOME IDEAS	927	*237	2.0	25.6	173	**53	1.4	5.7	123	**184	2.3	19.8	196				
ORGANIC GARDENING	1430	*161	1.4	11.3	76	**9	0.2	0.6	14	*153	1.9	10.7	106				
OUTDOOR LIFE	4064	675	5.8	16.6	112	*210	5.7	5.2	111	464	5.8	11.4	113				
PARADE MAGAZINE	24538	3706	31.6	15.1	102	1112	30.1	4.5	97	2594	32.3	10.6	104				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	11716	100.0	14.8	100	3695	100.0	4.7	100	8021	100.0	10.1	100				
PARENTS	1126	*214	1.8	19.0	129	**28	0.8	2.5	53	**186	2.3	16.5	163				
PENTHOUSE	4157	1129	9.6	27.2	184	*292	7.9	7.0	151	837	10.4	20.1	199				
PEOPLE	7591	1526	13.0	20.1	136	392	10.6	5.2	111	1134	14.1	14.9	148				
PLAYBOY	8379	2188	18.7	26.1	177	565	15.3	6.7	145	1623	20.2	19.4	191				
POPULAR HOT RODDING	2110	464	4.0	22.0	149	**172	4.7	8.2	175	*292	3.6	13.8	137				
POPULAR MECHANICS	4850	793	6.8	16.4	111	*139	3.8	2.9	61	655	8.2	13.5	133				
POPULAR SCIENCE	3397	626	5.3	18.4	125	**153	4.1	4.5	97	473	5.9	13.9	138				
PREVENTION	1720	*280	2.4	16.3	110	**31	0.8	1.8	39	*249	3.1	14.5	143				
PSYCHOLOGY TODAY	1344	340	2.9	25.3	171	**79	2.1	5.9	126	*262	3.3	19.5	193				
READER'S DIGEST	16016	1925	16.4	12.0	81	484	13.1	3.0	65	1440	18.0	9.0	89				
REDBOOK	1121	**163	1.4	14.5	98	**11	0.3	1.0	21	**152	1.9	13.6	134				
ROAD & TRACK	2161	601	5.1	27.8	188	*105	2.8	4.9	104	496	6.2	23.0	227				
ROLLING STONE	1948	705	6.0	36.2	245	**187	5.1	9.6	206	519	6.5	26.6	263				
RUNNER'S WORLD	899	*276	2.4	30.7	208	**36	1.0	4.0	86	*241	3.0	26.8	265				
SATURDAY EVENING POST	841	*129	1.1	15.3	104	**11	0.3	1.3	28	**117	1.5	13.9	137				
SCIENCE 84	841	*259	2.2	30.8	208	**40	1.1	4.8	102	*219	2.7	26.0	257				
SCIENCE DIGEST	1194	*269	2.3	22.5	152	**22	0.6	1.8	40	*247	3.1	20.7	204				
SCIENTIFIC AMERICAN	1379	382	3.3	27.7	187	**109	2.9	7.9	170	*272	3.4	19.7	195				
SELF	436	**118	1.0	27.1	183	**56	1.5	12.8	276	**61	0.8	14.0	138				
SEVENTEEN	614	**138	1.2	22.5	152	**29	0.8	4.7	101	**109	1.4	17.8	175				
SKI	910	*247	2.1	27.1	184	**49	1.3	5.4	116	*198	2.5	21.8	215				
SMITHSONIAN	2937	576	4.9	19.6	133	*112	3.0	3.8	82	464	5.8	15.8	156				
SOAP OPERA DIGEST	545	**146	1.2	26.8	181	**22	0.6	4.0	87	**124	1.5	22.8	225				
SOUTHERN LIVING	2054	312	2.7	15.2	103	**58	1.6	2.8	61	*254	3.2	12.4	122				
SPORT	2799	497	4.2	17.8	120	*151	4.1	5.4	116	346	4.3	12.4	122				
THE SPORTING NEWS	1938	374	3.2	19.3	131	**90	2.4	4.6	100	*284	3.5	14.7	145				
SPORTS AFIELD	3125	599	5.1	19.2	130	**103	2.8	3.3	71	496	6.2	15.9	157				
SPORTS ILLUSTRATED	11159	1929	16.5	17.3	117	545	14.7	4.9	105	1385	17.3	12.4	123				
STAR	4095	718	6.1	17.5	119	*209	5.7	5.1	109	509	6.3	12.4	123				
SUNDAY	25169	3549	30.3	14.1	95	1122	30.4	4.5	96	2427	30.3	9.6	95				
SUNSET	1294	419	3.6	32.4	219	**47	1.3	3.6	78	*372	4.6	28.7	284				
TV GUIDE	18508	2951	25.2	15.9	108	1008	27.3	5.4	117	1944	24.2	10.5	104				
TENNIS	645	**117	1.0	18.1	123	**13	0.4	2.0	43	**104	1.3	16.1	159				
TIME	12124	2453	20.9	20.2	137	552	14.9	4.6	98	1901	23.7	15.7	155				
TOWN & COUNTRY	493	**145	1.2	29.4	199	**37	1.0	7.5	161	**108	1.3	21.9	216				
TRAVEL & LEISURE	1122	*189	1.6	16.8	114	**49	1.3	4.4	94	*141	1.8	12.6	124				
TRUE STORY	690	**110	0.9	15.9	108	**34	0.9	4.9	106	**75	0.9	10.9	107				
U.S. NEWS & WORLD REPORT	6571	1038	8.9	15.8	107	298	8.1	4.5	97	741	9.2	11.3	111				
USA TODAY	3120	615	5.2	19.7	133	**111	3.0	3.6	76	504	6.3	16.2	160				
US	1315	*257	2.2	19.5	132	**49	1.3	3.7	80	*208	2.6	15.8	156				
VOGUE	632	**189	1.6	29.9	202	**79	2.1	12.5	268	**110	1.4	17.4	172				
WALL STREET JOURNAL	4247	714	6.1	16.8	114	*154	4.2	3.6	78	560	7.0	13.2	130				
WEIGHT WATCHERS	398	**60	0.5	15.1	102	**7	0.2	1.8	38	**54	0.7	13.6	134				
WOMAN'S DAY	1139	*238	2.0	20.9	141	**83	2.2	7.3	156	**156	1.9	13.7	135				
WORKING MOTHER	*298	**89	0.8	29.9	202	**9	0.2	3.0	65	**80	1.0	26.8	265				
WORKING WOMAN	327	**97	0.8	29.7	201	**17	0.5	5.2	112	**80	1.0	24.5	242				
WORLD TENNIS	397	**76	0.6	19.1	130	**0	0.0	0.0	0	**76	0.9	19.1	189				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2381	20.3	24.7	167	563	15.2	5.8	125	1818	22.7	18.9	186				
BLAIR INSERTS	43762	6810	58.1	15.6	105	2045	55.3	4.7	100	4765	59.4	10.9	108				
DAILY NEWSPAPERS																	
READ ANY	52459	7522	64.2	14.3	97	2260	61.2	4.3	92	5263	65.6	10.0	99				
READ ONE	41891	6091	52.0	14.5	98	1998	54.1	4.8	102	4093	51.0	9.8	97				
READ TWO OR MORE	10568	1431	12.2	13.5	92	261	7.1	2.5	53	1170	14.6	11.1	109				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	8023	68.5	15.4	105	2305	62.4	4.4	95	5718	71.3	11.0	109				
READ ONE	44561	6987	59.6	15.7	106	2092	56.6	4.7	101	4895	61.0	11.0	109				
READ TWO OR MORE	7368	1036	8.8	14.1	95	213	5.8	2.9	62	823	10.3	11.2	110				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.65				33.96				32.04							
30 DAY REACH	71522	10959	93.5	15.3	104	3487	94.4	4.9	105	7473	93.2	10.4	103				
50 SHWG - 30 DAY AV FREQ	15.55	17.07				17.57				16.83							
30 DAY REACH	68168	10492	89.6	15.4	104	3379	91.4	5.0	106	7113	88.7	10.4	103				
25 SHWG - 30 DAY AV FREQ	8.43	9.22				9.46				9.11							
30 DAY REACH	62898	9705	82.8	15.4	104	3143	85.1	5.0	107	6562	81.8	10.4	103				
CABLE TV: HOME WIRED	31664	5103	43.6	16.1	109	1423	38.5	4.5	96	3680	45.9	11.6	115				
HOME NOT WIRED	47599	6612	56.4	13.9	94	2272	61.5	4.8	102	4341	54.1	9.1	90				
HAVE PAY CABLE	17139	3208	27.4	18.7	127	804	21.8	4.7	101	2404	30.0	14.0	139				

TEQUILA: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	10474	100.0	11.8	100	3110	100.0	3.5	100	7364	100.0	8.3	100				
FEMALE HOMEMAKERS	80986	9106	86.9	11.2	95	2703	86.9	3.3	95	6403	87.0	7.9	95				
EMPLOYED MOTHERS	18702	2849	27.2	15.2	129	847	27.2	4.5	129	2002	27.2	10.7	129				
18 - 24	14726	2558	24.4	17.4	147	824	26.5	5.6	159	1734	23.5	11.8	141				
25 - 34	20202	3354	32.0	16.6	140	927	29.8	4.6	131	2427	33.0	12.0	144				
35 - 44	14781	2038	19.5	13.8	116	604	19.4	4.1	116	1434	19.5	9.7	117				
45 - 54	11449	882	8.4	7.7	65	**236	7.6	2.1	59	646	8.8	5.6	68				
55 - 64	11846	934	8.9	7.9	67	**203	6.5	1.7	49	731	9.9	6.2	74				
65 OR OLDER	15459	707	6.8	4.6	39	*316	10.2	2.0	58	*390	5.3	2.5	30				
18 - 34	34928	5912	56.4	16.9	143	1751	56.3	5.0	143	4161	56.5	11.9	143				
18 - 49	55154	8486	81.0	15.4	130	2529	81.3	4.6	130	5957	80.9	10.8	130				
25 - 54	46433	6275	59.9	13.5	114	1767	56.8	3.8	108	4508	61.2	9.7	117				
35 - 49	20226	2573	24.6	12.7	107	778	25.0	3.8	109	1796	24.4	8.9	107				
50 OR OLDER	33310	1988	19.0	6.0	50	581	18.7	1.7	50	1407	19.1	4.2	51				
GRADUATED COLLEGE	12110	2264	21.6	18.7	158	*507	16.3	4.2	119	1757	23.9	14.5	174				
ATTENDED COLLEGE	15309	2553	24.4	16.7	141	737	23.7	4.8	137	1817	24.7	11.9	143				
GRADUATED HIGH SCHOOL	36912	4041	38.6	10.9	92	1248	40.1	3.4	96	2794	37.9	7.6	91				
DID NOT GRADUATE HIGH SCHOOL	24134	1616	15.4	6.7	57	*619	19.9	2.6	73	997	13.5	4.1	50				
EMPLOYED FULL-TIME	35457	5617	53.6	15.8	134	1559	50.1	4.4	125	4058	55.1	11.4	137				
EMPLOYED PART-TIME	8514	1054	10.1	12.4	105	*331	10.6	3.9	111	723	9.8	8.5	102				
NOT EMPLOYED	44494	3803	36.3	8.5	72	1221	39.3	2.7	78	2582	35.1	5.8	70				
PROFESSIONAL/MANAGER	10811	1893	18.1	17.5	148	*571	18.4	5.3	150	1322	18.0	12.2	147				
TECH/CLERICAL/SALES	19640	3223	30.8	16.4	139	745	24.0	3.8	108	2478	33.7	12.6	152				
PRECISION/CRAFT	1023	**130	1.2	12.7	107	**60	1.9	5.9	167	*270	1.0	6.8	82				
OTHER EMPLOYED	12498	1425	13.6	11.4	96	*514	16.5	4.1	117	911	12.4	7.3	88				
SINGLE	15995	2810	26.8	17.6	148	1081	34.8	6.8	192	1730	23.5	10.8	130				
MARRIED	51689	5449	52.0	10.5	89	1346	43.3	2.6	74	4104	55.7	7.9	95				
DIVORCED/SEPARATED/WIDOWED	20780	2214	21.1	10.7	90	684	22.0	3.3	94	1530	20.8	7.4	88				
PARENTS	33922	4515	43.1	13.3	112	1261	40.5	3.7	106	3254	44.2	9.6	115				
WHITE	76422	9548	91.2	12.5	106	2657	85.4	3.5	99	6892	93.6	9.0	108				
BLACK	10066	703	6.7	7.0	59	*429	13.8	4.3	121	*274	3.7	2.7	33				
OTHER	1976	**223	2.1	11.3	95	**25	0.8	1.3	36	**198	2.7	10.0	120				
NORTHEAST-CENSUS	19803	1249	11.9	6.3	53	*388	12.5	2.0	56	861	11.7	4.3	52				
NORTH CENTRAL	22181	2183	20.8	9.8	83	668	21.5	3.0	86	1515	20.6	6.8	82				
SOUTH	30082	2859	27.3	9.5	80	837	26.9	2.8	79	2021	27.4	6.7	81				
WEST	16398	4184	39.9	25.5	216	1217	39.1	7.4	211	2967	40.3	18.1	217				
NORTHEAST-MKTG.	20163	1381	13.2	6.8	58	526	16.9	2.6	74	855	11.6	4.2	51				
EAST CENTRAL	13054	1018	9.7	7.8	66	*323	10.4	2.5	70	695	9.4	5.3	64				
WEST CENTRAL	14993	1775	16.9	11.8	100	*482	15.5	3.2	91	1293	17.6	8.6	104				
SOUTH	25785	2530	24.2	9.8	83	684	22.0	2.7	75	1846	25.1	7.2	86				
PACIFIC	14470	3769	36.0	26.0	220	1094	35.2	7.6	215	2675	36.3	18.5	222				
COUNTY SIZE A	36705	5313	50.7	14.5	122	1816	58.4	4.9	141	3497	47.5	9.5	114				
COUNTY SIZE B	26819	2831	27.0	10.6	89	723	23.2	2.7	77	2108	28.6	7.9	94				
COUNTY SIZE C	13597	1503	14.3	11.1	93	*372	12.0	2.7	78	1131	15.4	8.3	100				
COUNTY SIZE D	11344	827	7.9	7.3	62	**199	6.4	1.8	50	628	8.5	5.5	67				
METRO CENTRAL CITY	26825	3788	36.2	14.1	119	1296	41.7	4.8	137	2492	33.8	9.3	112				
METRO SUBURBAN	39912	4788	45.7	12.0	101	1264	40.6	3.2	90	3525	47.9	8.8	106				
NON METRO	21728	1898	18.1	8.7	74	*550	17.7	2.5	72	1348	18.3	6.2	75				
TOP 5 ADI'S	20847	3114	29.7	14.9	126	1057	34.0	5.1	144	2057	27.9	9.9	119				
TOP 10 ADI'S	28719	3927	37.5	13.7	115	1374	44.2	4.8	136	2554	34.7	8.9	107				
TOP 20 ADI'S	40904	5581	53.3	13.6	115	1792	57.6	4.4	125	3790	51.5	9.3	111				
HSMLD INC. \$50,000 OR MORE	7931	1505	14.4	19.0	160	**337	10.8	4.2	121	1169	15.9	14.7	177				
\$40,000 OR MORE	15233	2829	27.0	18.6	157	*732	23.5	4.8	137	2096	28.5	13.8	165				
\$30,000 OR MORE	28333	4329	41.3	15.3	129	1261	40.5	4.5	127	3069	41.7	10.8	130				
\$25,000 OR MORE	36417	5591	53.4	15.4	130	1502	48.3	4.1	117	4090	55.5	11.2	135				
\$20,000 - \$24,999	9943	1331	12.7	13.4	113	*409	13.2	4.1	117	923	12.5	9.3	112				
\$15,000 - \$19,999	9211	991	9.5	10.8	91	*366	11.8	4.0	113	625	8.5	6.8	82				
\$10,000 - \$14,999	13477	1213	11.6	9.0	76	*245	7.9	1.8	52	968	13.1	7.2	86				
UNDER \$10,000	19418	1347	12.9	6.9	59	589	18.9	3.0	86	758	10.3	3.9	47				
HOUSEHOLD OF 1 PERSON	11987	1124	10.7	9.4	79	388	12.5	3.2	92	735	10.0	6.1	74				
2 PEOPLE	27046	2845	27.2	10.5	89	852	27.4	3.2	90	1994	27.1	7.4	89				
3 OR 4 PEOPLE	34251	4467	42.6	13.0	110	1268	40.8	3.7	105	3200	43.5	9.3	112				
5 OR MORE PEOPLE	15180	2038	19.5	13.4	113	*603	19.4	4.0	113	1435	19.5	9.5	114				
NO CHILD IN HSMLD	49819	5310	50.7	10.7	90	1552	49.9	3.1	89	3758	51.0	7.5	91				
CHILD(REN) UNDER 2 YRS	6045	732	7.0	12.1	102	**228	7.3	3.8	107	*505	6.9	8.4	100				
2 - 5 YEARS	15233	1996	19.1	13.1	111	*499	16.0	3.3	93	1497	20.3	9.8	118				
6 - 11 YEARS	16260	2194	20.9	13.5	114	592	19.0	3.6	104	1603	21.8	9.9	118				
12 - 17 YEARS	19173	2615	25.0	13.6	115	822	26.4	4.3	122	1793	24.3	9.4	112				
RESIDENCE OWNED	61371	6686	63.8	10.9	92	1778	57.2	2.9	82	4908	66.6	8.0	96				
VALUE: \$50,000 OR MORE	35355	4825	46.1	13.6	115	1293	41.6	3.7	104	3532	48.0	10.0	120				
VALUE: UNDER \$50,000	26016	1861	17.8	7.2	60	*485	15.6	1.9	53	1376	18.7	5.3	64				

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	10474	100.0	11.8	100	3110	100.0	3.5	100	7364	100.0	8.3	100				
MAGAZINES	QUINTILE 1	17988	2685	25.6	14.9	126	714	23.0	4.0	113	1971	26.8	11.0	132				
	QUINTILE 2	19446	2669	25.5	13.7	116	857	27.6	4.4	125	1812	24.6	9.3	112				
	QUINTILE 3	14626	1722	16.4	11.8	99	*448	14.4	3.1	87	1274	17.3	8.7	105				
	QUINTILE 4	16014	1903	18.2	11.9	100	*645	20.7	4.0	115	1258	17.1	7.9	94				
	QUINTILE 5	20389	1495	14.3	7.3	62	*447	14.4	2.2	62	1048	14.2	5.1	62				
NEWSPAPERS	QUINTILE 1	13830	1612	15.4	11.7	98	*476	15.3	3.4	98	1135	15.4	8.2	99				
	QUINTILE 2	26350	3146	30.0	11.9	101	978	31.4	3.7	106	2168	29.4	8.2	99				
	QUINTILE 3	12415	1629	15.6	13.1	111	*515	16.6	4.1	118	1114	15.1	9.0	108				
	QUINTILE 4	21911	2679	25.6	12.2	103	810	26.0	3.7	105	1870	25.4	8.5	103				
	QUINTILE 5	13960	1408	13.4	10.1	85	*331	10.6	2.4	67	1077	14.6	7.7	93				
OUTDOOR	QUINTILE 1	16810	2928	28.0	17.4	147	829	26.7	4.9	140	2099	28.5	12.5	150				
	QUINTILE 2	17101	1993	19.0	11.7	98	581	18.7	3.4	97	1412	19.2	8.3	99				
	QUINTILE 3	17579	2079	19.8	11.8	100	*516	16.6	2.9	83	1563	21.2	8.9	107				
	QUINTILE 4	18343	1950	18.6	10.6	90	657	21.1	3.6	102	1293	17.6	7.0	85				
	QUINTILE 5	18631	1525	14.6	8.2	69	*528	17.0	2.8	81	998	13.6	5.4	64				
RADIO-DRIVE TIME	QUINTILE 1	17390	2170	20.7	12.5	105	550	17.7	3.2	90	1619	22.0	9.3	112				
	QUINTILE 2	16591	2053	19.6	12.4	105	652	21.0	3.9	112	1401	19.0	8.4	101				
	QUINTILE 3	16910	2266	21.6	13.4	113	600	19.3	3.5	101	1666	22.6	9.9	118				
	QUINTILE 4	18002	2069	19.8	11.5	97	606	19.5	3.4	96	1463	19.9	8.1	98				
	QUINTILE 5	19572	1916	18.3	9.8	83	702	22.6	3.6	102	1214	16.5	6.2	75				
RADIO-MID- DAY	TERCILE 1	23248	2794	26.7	12.0	102	806	25.9	3.5	99	1988	27.0	8.6	103				
	TERCILE 2	23667	2763	26.4	11.7	99	743	23.9	3.1	89	2020	27.4	8.5	103				
	TERCILE 3	41549	4916	46.9	11.8	100	1561	50.2	3.8	107	3355	45.6	8.1	97				
RADIO-TOTAL	QUINTILE 1	17786	2037	19.4	11.5	97	530	17.0	3.0	85	1508	20.5	8.5	102				
	QUINTILE 2	17316	2383	22.8	13.8	116	674	21.7	3.9	111	1709	23.2	9.9	119				
	QUINTILE 3	18428	2357	22.5	12.8	108	801	25.8	4.3	124	1556	21.1	8.4	101				
	QUINTILE 4	17669	2199	21.0	12.4	105	557	17.9	3.2	90	1642	22.3	9.3	112				
	QUINTILE 5	17265	1498	14.3	8.7	73	*548	17.6	3.2	90	949	12.9	5.5	66				
TV-PRIME TIME	QUINTILE 1	17416	1490	14.2	8.6	72	*497	16.0	2.9	81	993	13.5	5.7	68				
	QUINTILE 2	17413	2461	23.5	14.1	119	825	26.5	4.7	135	1636	22.2	9.4	113				
	QUINTILE 3	17943	2150	20.5	12.0	101	*496	15.9	2.8	79	1653	22.4	9.2	111				
	QUINTILE 4	18442	2311	22.1	12.5	106	691	22.2	3.7	107	1620	22.0	8.8	106				
	QUINTILE 5	17250	2062	19.7	12.0	101	600	19.3	3.5	99	1462	19.9	8.5	102				
TV-DAYTIME	TERCILE 1	29966	2881	27.5	9.6	81	1009	32.4	3.4	96	1872	25.4	6.2	75				
	TERCILE 2	29480	3377	32.2	11.5	97	989	31.8	3.4	95	2388	32.4	8.1	97				
	TERCILE 3	29018	4215	40.2	14.5	123	1111	35.7	3.8	109	3104	42.2	10.7	129				
TV-TOTAL	QUINTILE 1	17740	1705	16.3	9.6	81	616	19.8	3.5	99	1089	14.8	6.1	74				
	QUINTILE 2	17674	1928	18.4	10.9	92	639	20.5	3.6	103	1289	17.5	7.3	88				
	QUINTILE 3	17730	2014	19.2	11.4	96	602	19.4	3.4	97	1412	19.2	8.0	96				
	QUINTILE 4	17563	2442	23.3	13.9	117	710	22.8	4.0	115	1732	23.5	9.9	118				
	QUINTILE 5	17757	2385	22.8	13.4	113	543	17.5	3.1	87	1842	25.0	10.4	125				
MAGAZINES-NEWSPAPERS: DUAL		23278	3193	30.5	13.7	116	950	30.5	4.1	116	2243	30.5	9.6	116				
MAGAZINE IMPERATIVE		21634	3177	30.3	14.7	124	890	28.6	4.1	117	2287	31.1	10.6	127				
NEWSPAPER IMPERATIVE		23455	2346	22.4	10.0	84	777	25.0	3.3	94	1569	21.3	6.7	80				
MAGAZINES-OUTDOOR: DUAL		17482	2813	26.9	16.1	136	790	25.4	4.5	129	2023	27.5	11.6	139				
MAGAZINE IMPERATIVE		28830	3359	32.1	11.7	98	1002	32.2	3.5	99	2358	32.0	8.2	98				
OUTDOOR IMPERATIVE		26119	3090	29.5	11.8	100	849	27.3	3.3	92	2240	30.4	8.6	103				
MAGAZINES-RADIO: DUAL		20162	3100	29.6	15.4	130	805	25.9	4.0	114	2296	31.2	11.4	137				
MAGAZINE IMPERATIVE		26292	3390	32.4	12.9	109	1023	32.9	3.9	111	2367	32.1	9.0	108				
RADIO IMPERATIVE		25308	2615	25.0	10.3	87	890	28.6	3.5	100	1725	23.4	6.8	82				
MAGAZINES-TELEVISION: DUAL		17312	2105	20.1	12.2	103	635	20.4	3.7	104	1470	20.0	8.5	102				
MAGAZINE IMPERATIVE		29099	4368	41.7	15.0	127	1156	37.2	4.0	113	3212	43.6	11.0	133				
TELEVISION IMPERATIVE		27505	2525	24.1	9.2	78	900	28.9	3.3	93	1625	22.1	5.9	71				
NEWSPAPERS-OUTDOOR: DUAL		18628	2657	25.4	14.3	120	821	26.4	4.4	125	1836	24.9	9.9	118				
NEWSPAPER IMPERATIVE		29178	2929	28.0	10.0	85	929	29.9	3.2	91	2000	27.2	6.9	82				
OUTDOOR IMPERATIVE		25260	3482	33.2	13.8	116	885	28.5	3.5	100	2597	35.3	10.3	124				
NEWSPAPERS-RADIO: DUAL		19246	2276	21.7	11.8	100	699	22.5	3.6	103	1577	21.4	8.2	98				
NEWSPAPER IMPERATIVE		28155	3400	32.5	12.1	102	1128	36.3	4.0	114	2273	30.9	8.1	97				
RADIO IMPERATIVE		25308	3419	32.6	13.5	114	923	29.7	3.6	104	2496	33.9	9.9	118				
NEWSPAPERS-TELEVISION: DUAL		18615	1993	19.0	10.7	90	755	24.3	4.1	115	1239	16.8	6.7	80				
NEWSPAPER IMPERATIVE		29207	3854	36.8	13.2	111	1017	32.7	3.5	99	2837	38.5	9.7	117				
TELEVISION IMPERATIVE		25472	2670	25.5	10.5	89	793	25.5	3.1	89	1877	25.5	7.4	89				
OUTDOOR-RADIO: DUAL		17292	2550	24.6	14.9	126	601	19.3	3.5	99	1979	26.9	11.4	137				
OUTDOOR IMPERATIVE		26915	3522	33.6	13.1	111	1106	35.6	4.1	117	2416	32.8	9.0	108				
RADIO IMPERATIVE		28938	3153	30.1	10.9	92	1064	34.2	3.7	105	2089	28.4	7.2	87				
OUTDOOR-TELEVISION: DUAL		16112	2107	20.1	13.1	110	515	16.6	3.2	91	1592	21.6	9.9	119				
OUTDOOR IMPERATIVE		28228	4261	40.7	15.1	127	1184	38.1	4.2	119	3076	41.8	10.9	131				
TELEVISION IMPERATIVE		30024	2613	24.9	8.7	74	992	31.9	3.3	94	1621	22.0	5.4	65				
RADIO-TELEVISION: DUAL		17803	2069	19.8	11.6	98	707	22.7	4.0	113	1362	18.5	7.7	92				
RADIO IMPERATIVE		28338	3875	37.0	13.7	115	921	29.6	3.3	92	2953	40.1	10.4	125				
TELEVISION IMPERATIVE		28445	2870	27.4	10.1	85	945	30.4	3.3	95	1925	26.1	6.8	81				

TEQUILA: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	10474	100.0	11.8	100	3110	100.0	3.5	100	7364	100.0	8.3	100				
ATLANTIC MONTHLY	415	**33	0.3	8.0	67	**3	0.1	0.7	21	**30	0.4	7.2	87				
BARRON'S	522	**88	0.8	16.9	142	**23	0.7	4.4	125	**65	0.9	12.5	150				
BETTER HOMES & GARDENS	17429	2071	19.8	11.9	100	469	15.1	2.7	77	1602	21.8	9.2	110				
BON APPETIT	2772	529	5.1	19.1	161	**95	3.1	3.4	97	434	5.9	15.7	188				
BUSINESS WEEK	1469	*245	2.3	16.7	141	**62	2.0	4.2	120	*183	2.5	12.5	150				
CAR AND DRIVER	397	**26	0.2	6.5	55	**16	0.5	4.0	115	**9	0.1	2.3	27				
CBS MAGAZINE NETWORK (GROSS)	1633	**260	2.5	15.9	134	**82	2.6	5.0	143	*178	2.4	10.9	131				
CHANGING TIMES	1554	*160	1.5	10.3	87	**45	1.4	2.9	82	*115	1.6	7.4	89				
COLONIAL HOMES	1304	*191	1.8	14.6	124	**64	2.1	4.9	140	*127	1.7	9.7	117				
CONDE NAST MAG. PKG. (GROSS)	17858	2991	28.6	16.7	141	832	26.8	4.7	133	2158	29.3	12.1	145				
CONSUMERS DIGEST	1406	*139	1.3	9.9	83	**33	1.1	2.3	67	**106	1.4	7.5	91				
COSMOPOLITAN	8815	1562	14.9	17.7	150	503	16.2	5.7	162	1059	14.4	12.0	144				
COUNTRY LIVING	2636	412	3.9	15.6	132	**129	4.1	4.9	139	*283	3.8	10.7	129				
CUISINE	1554	*273	2.6	17.6	148	**67	2.2	4.3	123	*206	2.8	13.3	159				
CYCLE WORLD	469	**30	0.3	6.4	54	**16	0.5	3.4	97	**13	0.2	2.8	33				
DCI:CREATIVE IDEAS FOR LIV	2631	*296	2.8	11.3	95	**106	3.4	4.0	115	*190	2.6	7.2	87				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	890	8.5	12.6	106	*263	8.5	3.7	106	627	8.5	8.9	107				
DISCOVER	998	*110	1.1	11.0	93	**9	0.3	0.9	26	**101	1.4	10.1	122				
EBONY	4289	442	4.2	10.3	87	*201	6.5	4.7	133	*241	3.3	5.6	68				
ESQUIRE	1176	*130	1.2	11.1	93	**35	1.1	3.0	85	**95	1.3	8.1	97				
ESSENCE	2392	*182	1.7	7.6	64	**65	2.1	2.7	77	**117	1.6	4.9	59				
FAMILY CIRCLE	17209	1959	18.7	11.4	96	562	18.1	3.3	93	1397	19.0	8.1	98				
THE FAMILY HANDYMAN	1184	*188	1.8	15.9	134	**69	2.2	5.8	166	*118	1.6	10.0	120				
FAMILY WEEKLY	12391	1423	13.6	11.5	97	330	10.6	2.7	76	1093	14.8	8.8	106				
FIELD & STREAM	2438	*343	3.3	14.1	119	**16	0.5	0.7	19	*326	4.4	13.4	161				
FOOD & WINE	614	**114	1.1	18.6	157	**27	0.9	4.4	125	**87	1.2	14.2	170				
FORBES	813	*210	2.0	25.8	218	**33	1.1	4.1	115	*177	2.4	21.8	262				
FORTUNE	1083	*263	2.5	24.3	205	**82	2.6	7.6	215	**182	2.5	16.8	202				
GENTLEMEN'S QUARTERLY	1197	*241	2.3	20.1	170	**74	2.4	6.2	176	*167	2.3	14.0	168				
GLAMOUR	6625	1161	11.1	17.5	148	357	11.5	5.4	153	804	10.9	12.1	146				
GOLF DIGEST	707	**178	1.7	25.2	213	**53	1.7	7.5	213	**126	1.7	17.8	214				
GOLF DIGEST/TENNIS (GROSS)	1316	*296	2.8	22.5	190	**84	2.7	6.4	182	*212	2.9	16.1	194				
GOLF MAGAZINE	469	**92	0.9	19.6	166	**16	0.5	3.4	97	**75	1.0	16.0	192				
GOLF MAGAZINE/SKI (GROSS)	1060	*146	1.4	13.8	116	**28	0.9	2.6	75	**118	1.6	11.1	134				
GOOD HOUSEKEEPING	17784	2008	19.2	11.3	95	605	19.5	3.4	97	1402	19.0	7.9	95				
HARPER'S BAZAAR	2931	528	5.0	18.0	152	*138	4.4	4.7	134	390	5.3	13.3	160				
HEALTH	2199	*291	2.8	13.2	112	**68	2.2	3.1	88	*223	3.0	10.1	122				
HEARST MAG CORP. BUY (GROSS)	49148	6825	65.2	13.9	117	1934	62.2	3.9	112	4891	66.4	10.0	120				
HEARST MAN POWER (GROSS)	2113	256	2.4	12.1	102	**38	1.2	1.8	51	*218	3.0	10.3	124				
HEARST WOMAN POWER (GROSS)	35062	4733	45.2	13.5	114	1359	43.7	3.9	110	3374	45.8	9.6	116				
HOUSE BEAUTIFUL	3865	546	5.2	14.1	119	*189	6.1	4.9	139	358	4.9	9.3	111				
INC.	315	**54	0.5	17.1	145	**4	0.1	1.3	36	**50	0.7	15.9	191				
JET	3690	337	3.2	9.1	77	*167	5.4	4.5	129	*170	2.3	4.6	55				
LADIES' HOME JOURNAL	12930	1665	15.9	12.9	109	565	18.2	4.4	124	1100	14.9	8.5	102				
LHJ FAMILY GRP COMBO(GROSS)	18161	2365	22.6	13.0	110	708	22.8	3.9	111	1657	22.5	9.1	110				
LIFE	5065	691	6.6	13.6	115	*163	5.2	3.2	92	528	7.2	10.4	125				
L.A. TIMES HOME MAGAZINE	1310	428	4.1	32.7	276	**100	3.2	7.6	217	*328	4.5	25.0	301				
MADAMOISELLE	3759	566	5.4	15.1	127	*137	4.4	3.6	104	429	5.8	11.4	137				
MC CALL'S	14658	1959	18.7	13.4	113	552	17.7	3.8	107	1407	19.1	9.6	115				
MC CALL'S/WRK MOTHER (GROSS)	15857	2118	20.2	13.4	113	597	19.2	3.8	107	1520	20.6	9.6	115				
MECHANIX ILLUSTRATED	809	**88	0.8	10.9	92	**33	1.1	4.1	116	**56	0.8	6.9	83				
METROPOLITAN HOME	1009	*77	0.7	7.6	64	**29	0.9	2.9	82	**48	0.7	4.8	57				
MONEY	1707	*280	2.7	16.4	139	**70	2.3	4.1	117	*209	2.8	12.2	147				
MOTHER EARTH NEWS	1123	*202	1.9	18.0	152	*25	0.8	2.2	63	*178	2.4	15.9	190				
MS.	932	*194	1.9	20.8	176	**22	0.7	2.4	67	*173	2.3	18.6	223				
NATIONAL ENQUIRER	11971	1364	13.0	11.4	96	409	13.2	3.4	97	955	13.0	8.0	96				
NATIONAL GEOGRAPHIC	10503	1786	17.1	17.0	144	466	15.0	4.4	126	1320	17.9	12.6	151				
NATIONAL SUNDAY MAGAZINE PKG	54325	6996	66.8	12.9	109	2146	69.0	4.0	112	4850	65.9	8.9	107				
NATURAL HISTORY	626	**69	0.7	11.0	93	**18	0.6	2.9	82	**51	0.7	8.1	98				
NEW WOMAN	1992	*225	2.1	11.3	95	**66	2.1	3.3	94	*159	2.2	8.0	96				
NEW YORK INCLUDING CUE	547	**39	0.4	7.1	60	**9	0.3	1.6	47	**30	0.4	5.5	66				
THE NEW YORKER	1380	*162	1.5	11.7	99	**32	1.0	2.3	66	*130	1.8	9.4	113				
NEWSWEEK	6925	879	8.4	12.7	107	272	8.7	3.9	112	607	8.2	8.8	105				
THE N.Y. TIMES DAILY EDITION	1363	*110	1.1	8.1	68	**44	1.4	3.2	92	**65	0.9	4.8	57				
THE N.Y. TIMES MAGAZINE	2333	*220	2.1	9.4	80	**85	2.7	3.6	104	*136	1.8	5.8	70				
OMNI	872	*160	1.5	18.3	155	**39	1.3	4.5	127	**121	1.6	13.9	167				
ON CABLE	1298	*166	1.6	12.8	108	**51	1.6	3.9	112	**115	1.6	8.9	106				
1001 HOME IDEAS	3032	408	3.9	13.5	114	**75	2.4	2.5	70	333	4.5	11.0	132				
ORGANIC GARDENING	1680	*216	2.1	12.9	109	**52	1.7	3.1	88	*165	2.2	9.8	118				
OUTDOOR LIFE	960	**163	1.6	17.0	143	**34	1.1	3.5	101	**129	1.8	13.4	161				
PARADE MAGAZINE	26755	3460	33.0	12.9	109	1237	39.8	4.6	132	2223	30.2	8.3	100				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	10474	100.0	11.8	100	3110	100.0	3.5	100	7364	100.0	8.3	100				
PARENTS	4173	547	5.2	13.1	111	**112	3.6	2.7	76	435	5.9	10.4	125				
PENTHOUSE	973	**161	1.5	16.5	140	**47	1.5	4.8	137	**114	1.5	11.7	141				
PEOPLE	13479	2242	21.4	16.6	140	713	22.9	5.3	150	1529	20.8	11.3	136				
PLAYBOY	2183	358	3.4	16.4	139	**93	3.0	4.3	121	*265	3.6	12.1	146				
POPULAR HOT RODDING	388	**43	0.4	11.1	94	**2	0.1	0.5	15	**41	0.6	10.6	127				
POPULAR MECHANICS	1037	**104	1.0	10.0	85	**24	0.8	2.3	66	**80	1.1	7.7	93				
POPULAR SCIENCE	920	**112	1.1	12.2	103	**44	1.4	4.8	136	**68	0.9	7.4	89				
PREVENTION	4071	443	4.2	10.9	92	**103	3.3	2.5	72	340	4.6	8.4	100				
PSYCHOLOGY TODAY	1940	207	2.0	10.7	90	**29	0.9	1.5	43	*177	2.4	9.1	110				
READER'S DIGEST	24031	2831	27.0	11.8	99	790	25.4	3.3	94	2041	27.7	8.5	102				
REDBOOK	8464	1163	11.1	13.7	116	250	8.0	3.0	84	913	12.4	10.8	130				
ROAD & TRACK	429	**112	1.1	26.1	221	**25	0.8	5.8	166	**87	1.2	20.3	244				
ROLLING STONE	1355	350	3.3	25.8	218	**89	2.9	6.6	187	261	3.5	19.3	231				
RUNNER'S WORLD	329	**41	0.4	12.5	105	**9	0.3	2.7	78	**32	0.4	9.7	117				
SATURDAY EVENING POST	1268	*124	1.2	9.8	83	**20	0.6	1.6	45	**104	1.4	8.2	99				
SCIENCE 84	702	*184	1.8	26.2	221	**47	1.5	6.7	190	*137	1.9	19.5	234				
SCIENCE DIGEST	553	**73	0.7	13.2	111	**1	0.0	0.2	5	**72	1.0	13.0	156				
SCIENTIFIC AMERICAN	615	**115	1.1	18.7	158	**15	0.5	2.4	69	**100	1.4	16.3	195				
SELF	2683	456	4.4	17.0	144	**94	3.0	3.5	100	362	4.9	13.5	162				
SEVENTEEN	3309	505	4.8	15.3	129	**99	3.2	3.0	85	406	5.5	12.3	147				
SKI	591	**55	0.5	9.3	79	**12	0.4	2.0	58	**43	0.6	7.3	87				
SMITHSONIAN	3039	481	4.6	15.8	134	*107	3.4	3.5	100	373	5.1	12.3	147				
SOAP OPERA DIGEST	3683	413	3.9	11.2	95	*129	4.1	3.5	100	*284	3.9	7.7	93				
SOUTHERN LIVING	4434	593	5.7	13.4	113	**157	5.0	3.5	101	436	5.9	9.8	118				
SPORT	701	**73	0.7	10.4	88	**10	0.3	1.4	41	**64	0.9	9.1	110				
THE SPORTING NEWS	518	**93	0.9	18.0	152	**47	1.5	9.1	258	**46	0.6	8.9	107				
SPORTS AFIELD	523	**79	0.8	15.1	128	**13	0.4	2.5	71	**66	0.9	12.6	152				
SPORTS ILLUSTRATED	3325	652	6.2	19.6	166	*248	8.0	7.5	212	404	5.5	12.2	146				
STAR	8567	1003	9.6	11.7	99	425	13.7	5.0	141	578	7.8	6.7	81				
SUNDAY	27630	3488	33.3	12.6	107	1090	35.0	3.9	112	2398	32.6	8.7	104				
SUNSET	2219	526	5.0	23.7	200	*139	4.5	6.3	178	386	5.2	17.4	209				
TV GUIDE	24258	2918	27.9	12.0	102	816	26.2	3.4	96	2102	28.5	8.7	104				
TENNIS	609	**117	1.1	19.2	162	**31	1.0	5.1	145	**86	1.2	14.1	170				
TIME	9929	1468	14.0	14.8	125	337	10.8	3.4	97	1131	15.4	11.4	137				
TOWN & COUNTRY	1062	*144	1.4	13.6	115	**15	0.5	1.4	40	*129	1.8	12.1	146				
TRAVEL & LEISURE	1051	*169	1.6	16.1	136	**67	2.2	6.4	181	*102	1.4	9.7	117				
TRUE STORY	3946	466	4.4	11.8	100	**127	4.1	3.2	92	339	4.6	8.6	103				
U.S. NEWS & WORLD REPORT	3782	432	4.1	11.4	96	**136	4.4	3.6	102	297	4.0	7.9	94				
USA TODAY	1874	*196	1.9	10.5	88	**43	1.4	2.3	65	*153	2.1	8.2	98				
US	2213	391	3.7	17.7	149	**111	3.6	5.0	143	*281	3.8	12.7	153				
VOGUE	4792	807	7.7	16.8	142	*244	7.8	5.1	145	563	7.6	11.7	141				
WALL STREET JOURNAL	2045	371	3.5	18.1	153	**175	5.6	8.6	243	*195	2.6	9.5	115				
WEIGHT WATCHERS	2364	223	2.1	9.4	80	**40	1.3	1.7	48	*183	2.5	7.7	93				
WOMAN'S DAY	15182	1818	17.4	12.0	101	464	14.9	3.1	87	1354	18.4	8.9	107				
WORKING WOMAN	1198	*159	1.5	13.3	112	**46	1.5	3.8	109	**113	1.5	9.4	113				
WORKING WOMAN	1523	*260	2.5	17.1	144	**37	1.2	2.4	69	*223	3.0	14.6	176				
WORLD TENNIS	*183	**43	0.4	23.5	198	**21	0.7	11.5	326	*223	0.3	12.6	151				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	335	3.2	12.1	102	*149	4.8	5.4	153	186	2.5	6.7	80				
BLAIR INSERTS	47909	6190	59.1	12.9	109	1971	63.4	4.1	117	4219	57.3	8.8	106				
DAILY NEWSPAPERS																	
READ ANY	56731	6457	61.6	11.4	96	1946	62.6	3.4	98	4511	61.3	8.0	96				
READ ONE	47696	5413	51.7	11.3	96	1647	53.0	3.5	98	3766	51.1	7.9	95				
READ TWO OR MORE	9034	1044	10.0	11.6	98	*299	9.6	3.3	94	745	10.1	8.2	99				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	7370	70.4	12.8	108	2286	73.5	4.0	113	5084	69.0	8.8	106				
READ ONE	50513	6440	61.5	12.7	108	1973	63.4	3.9	111	4467	60.7	8.8	106				
READ TWO OR MORE	7219	930	8.9	12.9	109	313	10.1	4.3	123	617	8.4	8.5	103				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	35.23				36.64				34.65							
30 DAY REACH	78184	9644	92.1	12.3	104	2783	89.5	3.6	101	6861	93.2	8.8	105				
50 SHWG - 30 DAY AV FREQ	14.80	18.32				19.43				17.88							
30 DAY REACH	74239	9320	89.0	12.6	106	2643	85.0	3.6	101	6677	90.7	9.0	108				
25 SHWG - 30 DAY AV FREQ	8.05	9.72				10.09				9.57							
30 DAY REACH	68254	8827	84.3	12.9	109	2544	81.8	3.7	106	6283	85.3	9.2	111				
CABLE TV: HOME WIRED	35215	4518	43.1	12.8	108	1060	34.1	3.0	86	3458	47.0	9.8	118				
HOME NOT WIRED	53250	5955	56.9	11.2	94	2050	65.9	3.8	110	3905	53.0	7.3	88				
HAVE PAY CABLE	17885	2586	24.7	14.5	122	*596	19.2	3.3	95	1990	27.0	11.1	134				

	TOTAL U.S. '000	JOSE CUERVO				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D												
TOTAL ADULTS	167727	11600	100.0	6.9	100												
MALES	79263	6470	55.8	8.2	118												
FEMALES	88464	5131	44.2	5.8	84												
18 - 24	28671	2773	23.9	9.7	140												
25 - 34	39536	4136	35.7	10.5	151												
35 - 44	28978	2409	20.8	8.3	120												
45 - 54	22345	1067	9.2	4.8	69												
55 - 64	22224	768	6.6	3.5	50												
65 OR OLDER	25973	*448	3.9	1.7	25												
18 - 34	68207	6909	59.6	10.1	146												
18 - 49	108058	9895	85.3	9.2	132												
25 - 54	90859	7611	65.6	8.4	121												
35 - 49	39851	2986	25.7	7.5	108												
50 OR OLDER	59669	1705	14.7	2.9	41												
GRADUATED COLLEGE	28091	2960	25.5	10.5	152												
ATTENDED COLLEGE	28938	2916	25.1	10.1	146												
GRADUATED HIGH SCHOOL	65503	3862	33.3	5.9	85												
DID NOT GRADUATE HIGH SCHOOL	45195	1863	16.1	4.1	60												
EMPLOYED MALES	56429	5197	44.8	9.2	133												
EMPLOYED FEMALES	43971	3358	28.9	7.6	110												
EMPLOYED FULL-TIME	87773	7462	64.3	8.5	123												
EMPLOYED PART-TIME	12627	1094	9.4	8.7	125												
NOT EMPLOYED	67327	3045	26.3	4.5	65												
PROFESSIONAL/MANAGER	25845	2570	22.2	9.9	144												
TECH/CLERICAL/SALES	30895	2955	25.5	9.6	138												
PRECISION/CRAFT	12629	966	8.3	7.6	111												
OTHER EMPLOYED	31031	2064	17.8	6.7	96												
SINGLE	35557	3709	32.0	10.4	151												
MARRIED	103585	6029	52.0	5.8	84												
DIVORCED/SEPARATED/WIDOWED	28585	1862	16.1	6.5	94												
PARENTS	59295	4413	38.0	7.4	108												
WHITE	146081	10733	92.5	7.3	106												
BLACK	17974	*444	3.8	2.5	36												
OTHER	3672	**423	3.6	11.5	167												
NORTHEAST-CENSUS	37005	1056	9.1	2.9	41												
NORTH CENTRAL	42642	1758	15.2	4.1	60												
SOUTH	56777	2758	23.8	4.9	70												
WEST	31303	6028	52.0	19.3	278												
NORTHEAST-MKTG.	38125	1069	9.2	2.8	41												
EAST CENTRAL	24794	721	6.2	2.9	42												
WEST CENTRAL	28511	1732	14.9	6.1	88												
SOUTH	48953	2609	22.5	5.3	77												
PACIFIC	27344	5470	47.2	20.0	289												
COUNTY SIZE A	69301	6321	54.5	9.1	132												
COUNTY SIZE B	50633	2761	23.8	5.5	79												
COUNTY SIZE C	26259	2007	17.3	7.6	111												
COUNTY SIZE D	21534	*512	4.4	2.4	34												
METRO CENTRAL CITY	50014	4731	40.8	9.5	137												
METRO SUBURBAN	76832	5201	44.8	6.8	98												
NON METRO	40881	1669	14.4	4.1	59												
TOP 5 ADI'S	39550	3883	33.5	9.8	142												
TOP 10 ADI'S	54877	4702	40.5	8.6	124												
TOP 20 ADI'S	77516	6419	55.3	8.3	120												
HSHLD INC. \$50,000 OR MORE	17257	1731	14.9	10.0	145												
\$40,000 OR MORE	33235	3075	26.5	9.3	134												
\$30,000 OR MORE	59693	5161	44.5	8.6	125												
\$25,000 OR MORE	76275	6554	56.5	8.6	124												
\$20,000 - \$24,999	18607	1193	10.3	6.4	93												
\$15,000 - \$19,999	17175	1172	10.1	6.8	99												
\$10,000 - \$14,999	24569	1368	11.8	5.6	81												
UNDER \$10,000	31101	1314	11.3	4.2	61												
HOUSEHOLD OF 1 PERSON	19441	1308	11.3	6.7	97												
2 PEOPLE	51803	2976	25.7	5.7	83												
3 OR 4 PEOPLE	66933	5024	43.3	7.5	109												
5 OR MORE PEOPLE	29550	2292	19.8	7.8	112												
NO CHILD IN HSHLD	96587	6067	52.3	6.3	91												
CHILD(REN) UNDER 2 YRS	10844	818	7.1	7.5	109												
2 - 5 YEARS	26958	2136	18.4	8.1	117												
6 - 11 YEARS	30453	2424	20.9	8.0	115												
12 - 17 YEARS	36575	2780	24.0	7.6	110												
RESIDENCE OWNED	117770	7071	61.0	6.0	87												
VALUE: \$50,000 OR MORE	70166	5177	44.6	7.4	107												
VALUE: UNDER \$50,000	47604	1894	16.3	4.0	58												

		JOSE CUERVO																				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX					A '000	B % DOWN	C % ACROSS	D % INDX					A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	11600	100.0	6.9	100																
MAGAZINES	QUINTILE 1	34022	3322	28.6	9.8	141																
	QUINTILE 2	34800	2817	24.3	8.1	117																
	QUINTILE 3	30514	1981	17.1	6.5	94																
	QUINTILE 4	33324	1886	16.3	5.7	82																
	QUINTILE 5	35066	1594	13.7	4.5	66																
NEWSPAPERS	QUINTILE 1	29107	1994	17.2	6.9	99																
	QUINTILE 2	49095	3616	31.2	7.4	106																
	QUINTILE 3	23107	1591	13.7	6.9	100																
	QUINTILE 4	33556	2509	21.6	7.5	108																
	QUINTILE 5	32863	1890	16.3	5.8	83																
OUTDOOR	QUINTILE 1	33431	3313	28.6	9.9	143																
	QUINTILE 2	33478	2297	19.8	6.9	99																
	QUINTILE 3	33574	2174	18.7	6.5	94																
	QUINTILE 4	33935	2231	19.2	6.6	95																
	QUINTILE 5	33310	1586	13.7	4.8	69																
RADIO-DRIVE TIME	QUINTILE 1	33136	2299	19.8	6.9	100																
	QUINTILE 2	31658	2484	21.4	7.8	113																
	QUINTILE 3	32541	2375	20.5	7.3	106																
	QUINTILE 4	34247	2464	21.2	7.2	104																
	QUINTILE 5	36144	1978	17.1	5.5	79																
RADIO-MID- DAY	TERCILE 1	45037	3258	28.1	7.2	105																
	TERCILE 2	44819	2816	24.3	6.3	91																
	TERCILE 3	77872	5526	47.6	7.1	103																
RADIO-TOTAL	QUINTILE 1	33763	2460	21.2	7.3	105																
	QUINTILE 2	33240	2601	22.4	7.8	113																
	QUINTILE 3	33408	2633	22.7	7.9	114																
	QUINTILE 4	34792	2264	19.5	6.5	94																
	QUINTILE 5	32524	1643	14.2	5.1	73																
TV-PRIME TIME	QUINTILE 1	33090	1683	14.5	5.1	74																
	QUINTILE 2	33357	2341	20.2	7.0	101																
	QUINTILE 3	33980	2717	23.4	8.0	116																
	QUINTILE 4	33854	2370	20.4	7.0	101																
	QUINTILE 5	33444	2490	21.5	7.4	108																
TV-DAYTIME	TERCILE 1	49121	2696	23.2	5.5	79																
	TERCILE 2	48823	3122	26.9	6.4	92																
	TERCILE 3	69782	5783	49.9	8.3	120																
TV-TOTAL	QUINTILE 1	33584	1851	16.0	5.5	80																
	QUINTILE 2	33441	2197	18.9	6.6	95																
	QUINTILE 3	33505	2042	17.6	6.1	88																
	QUINTILE 4	33466	2732	23.6	8.2	118																
	QUINTILE 5	33731	2778	23.9	8.2	119																
MAGAZINES-NEWSPAPERS: DUAL		44503	4005	34.5	9.0	130																
MAGAZINE IMPERATIVE		39363	3322	28.6	8.4	122																
NEWSPAPER IMPERATIVE		46441	2335	20.1	5.0	73																
MAGAZINES-OUTDOOR: DUAL		33726	3110	26.8	9.2	133																
MAGAZINE IMPERATIVE		52846	3902	33.6	7.4	107																
OUTDOOR IMPERATIVE		52140	3391	29.2	6.5	94																
MAGAZINES-RADIO: DUAL		37081	3286	28.3	8.9	128																
MAGAZINE IMPERATIVE		49747	4130	35.6	8.3	120																
RADIO IMPERATIVE		49208	3039	26.2	6.2	89																
MAGAZINES-TELEVISION: DUAL		33103	2221	19.1	6.7	97																
MAGAZINE IMPERATIVE		54575	5110	44.1	9.4	135																
TELEVISION IMPERATIVE		53249	2635	22.7	4.9	72																
NEWSPAPERS-OUTDOOR: DUAL		36255	2789	24.0	7.7	111																
NEWSPAPER IMPERATIVE		55591	3497	30.1	6.3	91																
OUTDOOR IMPERATIVE		48319	3893	33.6	8.1	116																
NEWSPAPERS-RADIO: DUAL		37242	2810	24.2	7.5	109																
NEWSPAPER IMPERATIVE		54423	3634	31.3	6.7	97																
RADIO IMPERATIVE		46650	3643	31.4	7.8	113																
NEWSPAPERS-TELEVISION: DUAL		35974	2132	18.4	5.9	86																
NEWSPAPER IMPERATIVE		56095	4439	38.3	7.9	114																
TELEVISION IMPERATIVE		47170	2852	24.6	6.0	87																
OUTDOOR-RADIO: DUAL		33748	2869	24.7	8.5	123																
OUTDOOR IMPERATIVE		52785	3940	34.0	7.5	108																
RADIO IMPERATIVE		52882	3540	30.5	6.7	97																
OUTDOOR-TELEVISION: DUAL		32030	2418	20.8	7.5	109																
OUTDOOR IMPERATIVE		54626	4619	39.8	8.5	122																
TELEVISION IMPERATIVE		54874	2784	24.0	5.1	73																
RADIO-TELEVISION: DUAL		33386	2222	19.2	6.7	96																
RADIO IMPERATIVE		53810	4507	38.9	8.4	121																
TELEVISION IMPERATIVE		54023	2962	25.5	5.5	79																

	TOTAL U.S. '000	JOSE CUERVO				A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D												
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	11600	100.0	6.9	100												
ATLANTIC MONTHLY	867	**100	0.9	11.5	167												
BARRON'S	1580	*141	1.2	8.9	129												
BETTER HOMES & GARDENS	22203	1393	12.0	6.3	91												
BON APPETIT	3810	388	3.3	10.2	147												
BUSINESS WEEK	4663	570	4.9	12.2	177												
CAR AND DRIVER	3102	437	3.8	14.1	204												
CBS MAGAZINE NETWORK (GROSS)	7311	911	7.9	12.5	180												
CHANGING TIMES	3400	*275	2.4	8.1	117												
COLONIAL HOMES	1796	**99	0.9	5.5	80												
CONDE NAST MAG. PKG. (GROSS)	19924	1767	15.2	8.9	128												
CONSUMERS DIGEST	3125	*164	1.4	5.2	76												
COSMOPOLITAN	10577	1119	9.6	10.6	153												
COUNTRY LIVING	3746	**188	1.6	5.0	73												
CUISINE	2214	*160	1.4	7.2	104												
CYCLE WORLD	2394	*229	2.0	9.6	138												
DCI:CREATIVE IDEAS FOR LIV	3068	**126	1.1	4.1	59												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	472	4.1	4.9	71												
DISCOVER	2277	*192	1.7	8.4	122												
EBONY	7187	304	2.6	4.2	61												
ESQUIRE	2560	*185	1.6	7.2	104												
ESSENCE	3242	*139	1.2	4.3	62												
FAMILY CIRCLE	19639	1090	9.4	5.6	80												
THE FAMILY HANDYMAN	3540	*204	1.8	5.8	83												
FAMILY WEEKLY	23924	1645	14.2	6.9	99												
FIELD & STREAM	9883	718	6.2	7.3	105												
FOOD & WINE	1030	**97	0.8	9.4	136												
FORBES	2679	300	2.6	11.2	162												
FORTUNE	2931	323	2.8	11.0	159												
GENTLEMEN'S QUARTERLY	3481	497	4.3	14.3	206												
GLAMOUR	7163	659	5.7	9.2	133												
GOLF DIGEST	2355	*215	1.9	9.1	132												
GOLF DIGEST/TENNIS (GROSS)	3610	360	3.1	10.0	144												
GOLF MAGAZINE	2046	*215	1.9	10.5	152												
GOLF MAGAZINE/SKI (GROSS)	3547	412	3.6	11.6	168												
GOOD HOUSEKEEPING	20353	1015	8.8	5.0	72												
HARPER'S BAZAAR	3362	378	3.3	11.2	163												
HEALTH	2987	**179	1.5	6.0	87												
HEARST MAG CORP. BUY (GROSS)	67928	4874	42.0	7.2	104												
HEARST MAN POWER (GROSS)	11282	955	8.2	8.5	122												
HEARST WOMAN POWER (GROSS)	40514	2779	24.0	6.9	99												
HOUSE BEAUTIFUL	4885	300	2.6	6.1	89												
INC.	1308	*201	1.7	15.4	222												
JET	6498	336	2.9	5.2	75												
LADIES' HOME JOURNAL	14797	921	7.9	6.2	90												
LHJ FAMILY GRP COMBO(GROSS)	21743	1429	12.3	6.6	95												
LIFE	9881	881	7.6	8.9	129												
L.A. TIMES HOME MAGAZINE	2775	804	6.9	29.0	419												
MADemoiselle	4219	380	3.3	9.0	130												
MC CALL'S	16422	1030	8.9	6.3	91												
MC CALL'S/WRK MOTHER (GROSS)	17919	1126	9.7	6.3	91												
MECHANIX ILLUSTRATED	4433	307	2.6	6.9	100												
METROPOLITAN HOME	1504	*84	0.7	5.6	81												
MONEY	4723	576	5.0	12.2	176												
MOTHER EARTH NEWS	2325	302	2.6	13.0	188												
MS.	1189	*139	1.2	11.7	169												
NATIONAL ENQUIRER	18892	1044	9.0	5.5	80												
NATIONAL GEOGRAPHIC	22129	2255	19.4	10.2	147												
NATIONAL SUNDAY MAGAZINE PKG	103750	7780	67.1	7.5	108												
NATURAL HISTORY	1379	*198	1.7	14.4	208												
NEW WOMAN	2289	*169	1.5	7.4	107												
NEW YORK INCLUDING CUE	1088	**51	0.4	4.7	68												
THE NEW YORKER	2459	274	2.4	11.1	161												
NEWSWEEK	16527	1604	13.8	9.7	140												
THE N.Y. TIMES DAILY EDITION	2739	*180	1.6	6.6	95												
THE N.Y. TIMES MAGAZINE	4443	248	2.1	5.6	81												
OMNI	2799	444	3.8	15.9	229												
ON CABLE	2209	*182	1.6	8.2	119												
1001 HOME IDEAS	3959	*329	2.8	8.3	120												
ORGANIC GARDENING	3111	*169	1.5	5.4	79												
OUTDOOR LIFE	5024	316	2.7	6.3	91												
PARADE MAGAZINE	51292	3621	31.2	7.1	102												

	TOTAL U.S. '000	JOSE CUERVO				A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX												
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	11600	100.0	6.9	100												
PARENTS	5298	378	3.3	7.1	103												
PENTHOUSE	5129	848	7.3	16.5	239												
PEOPLE	21070	2179	18.8	10.3	150												
PLAYBOY	10562	1475	12.7	14.0	202												
POPULAR HOT RODDING	2498	*232	2.0	9.3	134												
POPULAR MECHANICS	5887	488	4.2	8.3	120												
POPULAR SCIENCE	4317	458	3.9	10.6	153												
PREVENTION	5792	387	3.3	6.7	97												
PSYCHOLOGY TODAY	3284	*303	2.6	9.2	133												
READER'S DIGEST	40046	2612	22.5	6.5	94												
REDBOOK	9584	646	5.6	6.7	97												
ROAD & TRACK	2590	424	3.7	16.4	237												
ROLLING STONE	3302	614	5.3	18.6	269												
RUNNER'S WORLD	1229	*189	1.6	15.4	222												
SATURDAY EVENING POST	2110	**90	0.8	4.3	62												
SCIENCE 84	1543	261	2.3	16.9	245												
SCIENCE DIGEST	1747	*158	1.4	9.0	131												
SCIENTIFIC AMERICAN	1994	310	2.7	15.5	225												
SELF	3119	*254	2.2	8.1	118												
SEVENTEEN	3923	*281	2.4	7.2	104												
SKI	1501	*197	1.7	13.1	190												
SMITHSONIAN	5976	635	5.5	10.6	154												
SOAP OPERA DIGEST	4228	*244	2.1	5.8	83												
SOUTHERN LIVING	6488	345	3.0	5.3	77												
SPORT	3500	*260	2.2	7.4	107												
THE SPORTING NEWS	2456	*198	1.7	8.1	117												
SPORTS AFIELD	3648	309	2.7	8.5	122												
SPORTS ILLUSTRATED	14484	1513	13.0	10.4	151												
STAR	12661	829	7.1	6.5	95												
SUNDAY	52799	3392	29.2	6.4	93												
SUNSET	3513	660	5.7	18.8	272												
TV GUIDE	42766	3296	28.4	7.7	111												
TENNIS	1254	**144	1.2	11.5	166												
TIME	22054	2494	21.5	11.3	164												
TOWN & COUNTRY	1555	*117	1.0	7.5	109												
TRAVEL & LEISURE	2173	*192	1.7	8.8	128												
TRUE STORY	4636	*161	1.4	3.5	50												
U.S. NEWS & WORLD REPORT	10353	803	6.9	7.8	112												
USA TODAY	4994	522	4.5	10.5	151												
US	3528	309	2.7	8.8	127												
VOGUE	5424	473	4.1	8.7	126												
WALL STREET JOURNAL	6292	605	5.2	9.6	139												
WEIGHT WATCHERS	2762	*149	1.3	5.4	78												
WOMAN'S DAY	16320	930	8.0	5.7	82												
WORKING WOMAN	1496	**96	0.8	6.4	93												
WORKING WOMAN	1851	*202	1.7	10.9	158												
WORLD TENNIS	580	**50	0.4	8.6	125												
ZIFF-DAVIS MAG METMK (GROSS)	12412	1572	13.6	12.7	183												
BLAIR INSERTS	91671	6817	58.8	7.4	108												
DAILY NEWSPAPERS																	
READ ANY	109190	7520	64.8	6.9	100												
READ ONE	89587	6159	53.1	6.9	99												
READ TWO OR MORE	19602	1360	11.7	6.9	100												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	8237	71.0	7.5	109												
READ ONE	95074	7150	61.6	7.5	109												
READ TWO OR MORE	14588	1088	9.4	7.5	108												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	35.47															
30 DAY REACH	149706	10904	94.0	7.3	105												
50 SHWG - 30 DAY AV FREQ	15.16	18.61															
30 DAY REACH	142406	10416	89.8	7.3	106												
25 SHWG - 30 DAY AV FREQ	8.23	9.99															
30 DAY REACH	131152	9743	84.0	7.4	107												
CABLE TV: HOME WIRED	66879	4934	42.5	7.4	107												
HOME NOT WIRED	100848	6667	57.5	6.6	96												
HAVE PAY CABLE	35024	3111	26.8	8.9	128												

VODKA

BASE - ADULTS (167727)

QUESTIONNAIRE PAGE P-21

		'000	%	UNWEIGHTED
5A. DO YOU YOURSELF DRINK IT?				
	YES	43648	26.0	5045
	NO	124079	74.0	14065

IF YOU DO

5B. WHO DECIDES WHICH BRANDS OF VODKA YOU DRINK?
(MARK AS MANY AS APPLY)

YOURSELF	33777	20.1	3954
YOUR HUSBAND/WIFE	10810	6.4	1181
LIQUOR DEALER	1067	.6	131
OTHER MALE	3409	2.0	334
OTHER FEMALE	1832	1.1	182
DO NOT KNOW	2301	1.4	267

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
5C. WHICH BRANDS DO YOU DRINK?									
ABSOLUT	844	.5	43	*	470	.3	331	.2	116
BOLSHOI	312	.2	94	.1	184	.1	34	*	34
BURROUGH'S ENGLISH	352	.2	92	.1	172	.1	87	.1	42
CROWN Russe	1417	.8	191	.1	626	.4	600	.4	171
FINLANDIA	1269	.8	187	.1	623	.4	460	.3	189
FLEISCHMANN'S	4520	2.7	900	.5	2189	1.3	1431	.9	497
GILBEY'S	6324	3.8	1249	.7	3284	2.0	1791	1.1	715
GORDON'S	9219	5.5	1807	1.1	4841	2.9	2571	1.5	1081
HIRAM WALKER	2344	1.4	387	.2	1421	.8	536	.3	272
KAMCHATKA	2026	1.2	251	.1	1215	.7	561	.3	223
MR. BOSTON	1787	1.1	441	.3	880	.5	465	.3	228
NIKOLAI	1232	.7	336	.2	571	.3	324	.2	154
POPOV	5923	3.5	1096	.7	3035	1.8	1792	1.1	676
RELSKA	614	.4	105	.1	353	.2	156	.1	67
SCHENLEY	1096	.7	156	.1	695	.4	245	.1	130
SILHOUETTE	282	.2	78	*	142	.1	62	*	44
SMIRNOFF	24319	14.5	10443	6.2	10864	6.5	3013	1.8	2741
STOLICHNAYA	2595	1.5	452	.3	1300	.8	843	.5	339
TSINGTAO	169	.1	6	*	133	.1	30	*	22
TWIN SISTERS	522	.3	91	.1	328	.2	103	.1	52
WOLFSCHMIDT	3217	1.9	422	.3	1486	.9	1309	.8	350
WYBOROWA	495	.3	31	*	249	.1	215	.1	57
OTHER BRANDS	7418	4.4	3594	2.1	2141	1.3	1683	1.0	815
DO NOT KNOW	593	.4							82

IN LAST 7 DAYS

		'000	%	UNWEIGHTED
4D. ABOUT HOW MANY DRINKS OR GLASSES OF VODKA DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?				
14 OR MORE	H	629	.4	82
8 - 13	H	764	.5	102
7	H	762	.5	101
5 - 6	H	1477	.9	182
3 - 4	H	3474	2.1	426
2	M	3812	2.3	483
1	M	4145	2.5	487
NONE	L	28586	17.0	3182

IN LAST 30 DAYS

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

		'000	%	UNWEIGHTED
14 OR MORE		2327	1.4	298
8 - 13		2319	1.4	278
7		1477	.9	189
5 - 6		2685	1.6	314
3 - 4		5601	3.3	633
2		5306	3.2	617
1		4497	2.7	530
NONE		19436	11.6	2186

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	43648	100.0	26.0	100	7105	100.0	4.2	100	7957	100.0	4.7	100	28586	100.0	17.0	100
MALES	79263	21002	48.1	26.5	102	3759	52.9	4.7	112	4360	54.8	5.5	116	12883	45.1	16.3	95
FEMALES	88464	22646	51.9	25.6	98	3345	47.1	3.8	89	3597	45.2	4.1	86	15703	54.9	17.8	104
18 - 24	28671	9232	21.2	32.2	124	1691	23.8	5.9	139	1409	17.7	4.9	104	6132	21.5	21.4	125
25 - 34	39536	12142	27.8	30.7	118	1511	21.3	3.8	90	2082	26.2	5.3	111	8549	29.9	21.6	127
35 - 44	28978	8186	18.8	28.2	109	1307	18.4	4.5	106	1394	17.5	4.8	101	5486	19.2	18.9	111
45 - 54	22345	5645	12.9	25.3	97	1043	14.7	4.7	110	1029	12.9	4.6	97	3573	12.5	16.0	94
55 - 64	22224	5192	11.9	23.4	90	847	11.9	3.8	90	1277	16.0	5.7	121	3068	10.7	13.8	81
65 OR OLDER	25973	3253	7.5	12.5	48	706	9.9	2.7	64	767	9.6	3.0	62	1779	6.2	6.8	40
18 - 34	68207	21374	49.0	31.3	120	3203	45.1	4.7	111	3490	43.9	5.1	108	14681	51.4	21.5	120
18 - 49	108058	32494	74.4	30.1	116	5066	71.3	4.7	111	5355	67.3	5.0	104	22073	77.2	20.4	120
25 - 54	90859	25972	59.5	28.6	110	3860	54.3	4.2	100	4505	56.6	5.0	105	17607	61.6	19.4	114
35 - 49	39851	11120	25.5	27.9	107	1864	26.2	4.7	110	1864	23.4	4.7	99	7392	25.9	18.5	109
50 OR OLDER	59669	11155	25.6	18.7	72	2038	28.7	3.4	81	2603	32.7	4.4	92	6514	22.8	10.9	64
GRADUATED COLLEGE	28091	9650	22.1	34.4	132	1640	23.1	5.8	138	1891	23.8	6.7	142	6119	21.4	21.8	128
ATTENDED COLLEGE	28938	9300	21.3	32.1	123	1172	16.5	4.1	96	1691	21.3	5.8	123	6437	22.5	22.2	131
GRADUATED HIGH SCHOOL	65503	18215	41.7	27.8	107	2982	42.0	4.6	107	2943	37.0	4.5	95	12291	43.0	18.8	110
DID NOT GRADUATE HIGH SCHOOL	45195	6483	14.9	14.3	55	1311	18.5	2.9	68	1433	18.0	3.2	67	3740	13.1	8.3	49
EMPLOYED MALES	56429	16413	37.6	29.1	112	2792	39.3	4.9	117	3313	41.6	5.9	124	10308	36.1	18.3	107
EMPLOYED FEMALES	43971	14154	32.4	32.2	124	2211	31.1	5.0	119	2360	29.7	5.4	113	9583	33.5	21.8	128
EMPLOYED FULL-TIME	87773	26622	61.0	30.3	117	4200	59.1	4.8	113	4978	62.6	5.7	120	17443	61.0	19.9	117
EMPLOYED PART-TIME	12627	3945	9.0	31.2	120	802	11.3	6.4	150	695	8.7	5.5	116	2447	8.6	19.4	114
NOT EMPLOYED	67327	13082	30.0	19.4	75	2102	29.6	3.1	74	2283	28.7	3.4	71	8696	30.4	12.9	76
PROFESSIONAL/MANAGER	25845	9011	20.6	34.9	134	1489	21.0	5.8	136	1645	20.7	6.4	134	5877	20.6	22.7	133
TECH/CLERICAL/SALES	30895	10527	24.1	34.1	131	1546	21.8	5.0	118	1710	21.5	5.5	117	7270	25.4	23.5	138
PRECISION/CRAFT	12629	3239	7.4	25.6	99	652	9.2	5.2	122	640	8.0	5.1	107	1947	6.8	15.4	90
OTHER EMPLOYED	31031	7790	17.8	25.1	96	1315	18.5	4.2	100	1678	21.1	5.4	114	4797	16.8	15.5	91
SINGLE	35557	11517	26.4	32.4	124	2382	33.5	6.7	158	2031	25.5	5.7	120	7103	24.8	20.0	117
MARRIED	103585	25776	59.1	24.9	96	3444	48.5	3.3	78	4874	61.3	4.7	99	17457	61.1	16.9	99
DIVORCED/SEPARATED/WIDOWED	28585	6356	14.6	22.2	85	1279	18.0	4.5	106	1052	13.2	3.7	78	4026	14.1	14.1	83
PARENTS	59295	16172	37.1	27.3	105	2189	30.8	3.7	87	2473	31.1	4.2	88	11511	40.3	19.4	114
WHITE	146081	39537	90.6	27.1	104	6219	87.5	4.3	100	7136	89.7	4.9	103	26182	91.6	17.9	105
BLACK	17974	3335	7.6	18.6	71	795	11.2	4.4	104	675	8.5	3.8	79	1865	6.5	10.4	61
OTHER	3672	777	1.8	21.2	81	**91	1.3	2.5	59	**147	1.8	4.0	84	**539	1.9	14.7	86
NORTHEAST-CENSUS	37005	11243	25.8	30.4	117	2159	30.4	5.8	138	2114	26.6	5.7	120	6970	24.4	18.8	111
NORTH CENTRAL	42642	11427	26.2	26.8	103	1656	23.3	3.9	92	2128	26.7	5.0	105	7644	26.7	17.9	105
SOUTH	56777	10559	24.2	18.6	71	1829	25.7	3.2	76	1984	24.9	3.5	74	6747	23.6	11.9	70
WEST	31303	10419	23.9	33.3	128	1462	20.6	4.7	110	1731	21.8	5.5	117	7227	25.3	23.1	135
NORTHEAST-MKTG.	38125	11466	26.3	30.1	116	2398	33.8	6.3	148	2093	26.3	5.5	116	6975	24.4	18.3	107
EAST CENTRAL	24794	5832	13.4	23.5	90	928	13.1	3.7	88	1006	12.6	4.1	86	3899	13.6	15.7	92
WEST CENTRAL	28511	8098	18.6	28.4	109	1171	16.5	4.1	97	1556	19.6	5.5	115	5371	18.8	18.8	111
SOUTH	48953	8938	20.5	18.3	70	1289	18.1	2.6	62	1735	21.8	3.5	75	5915	20.7	12.1	71
PACIFIC	27344	9313	21.3	34.1	131	1319	18.6	4.8	114	1568	19.7	5.7	121	6426	22.5	23.5	138
COUNTY SIZE A	69301	20535	47.0	29.6	114	3751	52.8	5.4	128	3893	48.9	5.6	118	12892	45.1	18.6	109
COUNTY SIZE B	50633	13067	29.9	25.8	99	1871	26.3	3.7	87	2309	29.0	4.6	96	8888	31.1	17.6	103
COUNTY SIZE C	26259	6550	15.0	24.9	96	921	13.0	3.5	83	1122	14.1	4.3	90	4508	15.8	17.2	101
COUNTY SIZE D	21534	3496	8.0	16.2	62	562	7.9	2.6	62	635	8.0	2.9	62	2300	8.0	10.7	63
METRO CENTRAL CITY	50014	13608	31.2	27.2	105	2666	37.5	5.3	126	2458	30.9	4.9	104	8485	29.7	17.0	100
METRO SUBURBAN	76832	21965	50.3	28.6	110	3217	45.3	4.2	99	4111	51.7	5.4	113	14638	51.2	19.1	112
NON METRO	40881	8075	18.5	19.8	76	1222	17.2	3.0	71	1389	17.5	3.4	72	5464	19.1	13.4	78
TOP 5 ADI'S	39550	12444	28.5	31.5	121	2506	35.3	6.3	150	2332	29.3	5.9	124	7607	26.6	19.2	113
TOP 10 ADI'S	54877	16109	36.9	29.4	113	3279	46.2	6.0	141	2957	37.2	5.4	114	9873	34.5	18.0	106
TOP 20 ADI'S	77516	22336	51.2	28.8	111	4270	60.1	5.5	130	4166	52.4	5.4	113	13900	48.6	17.9	105
HSGLD INC. \$50,000 OR MORE	17257	6315	14.5	36.6	141	1249	17.6	7.2	171	1026	12.9	5.9	125	4041	14.1	23.4	137
\$40,000 OR MORE	33235	11693	26.8	35.2	135	2115	29.8	6.4	150	2026	25.5	6.1	128	7552	26.4	22.7	133
\$30,000 OR MORE	59693	19957	45.7	33.4	128	3052	43.0	5.1	121	3548	44.6	5.9	125	13357	46.7	22.4	131
\$25,000 OR MORE	76275	24925	57.1	32.7	126	3805	53.6	5.0	118	4459	56.0	5.8	123	16660	58.3	21.8	128
\$20,000 - \$24,999	18607	4830	11.1	26.0	100	793	11.2	4.3	101	825	10.4	4.4	93	3212	11.2	17.3	101
\$15,000 - \$19,999	17175	4213	9.7	24.5	94	659	9.3	3.8	91	792	10.0	4.6	97	2761	9.7	16.1	94
\$10,000 - \$14,999	24569	5306	12.2	21.6	83	896	12.6	3.6	86	999	12.6	4.1	86	3411	11.9	13.9	81
UNDER \$10,000	31101	4375	10.0	14.1	54	952	13.4	3.1	72	881	11.1	2.8	60	2542	8.9	8.2	48
HOUSEHOLD OF 1 PERSON	19441	4592	10.5	23.6	91	1129	15.9	5.8	137	839	10.5	4.3	91	2624	9.2		

		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE					
		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS		% INDX	'000	% DOWN		% ACROSS	% INDX	'000		% DOWN	% ACROSS	% INDX		'000
TOTAL ADULTS		167727	43648	100.0	26.0	100	7105	100.0	4.2	100	7957	100.0	4.7	100	28586	100.0	17.0	100	
MAGAZINES	QUINTILE 1	34022	11773	27.0	34.6	133	1668	23.5	4.9	116	2091	26.3	6.1	130	8014	28.0	23.6	138	
	QUINTILE 2	34800	10711	24.5	30.8	118	1675	23.6	4.8	114	1884	23.7	5.4	114	7152	25.0	20.6	121	
	QUINTILE 3	30514	7704	17.7	25.2	97	1133	15.9	3.7	88	1502	18.9	4.9	104	5069	17.7	16.6	97	
	QUINTILE 4	33324	7557	17.3	22.7	87	1393	19.6	4.2	99	1387	17.4	4.2	88	4777	16.7	14.3	84	
	QUINTILE 5	35066	5903	13.5	16.8	65	1235	17.4	3.5	83	1093	13.7	3.1	66	3574	12.5	10.2	60	
NEWSPAPERS	QUINTILE 1	29107	9482	21.7	32.6	125	1651	23.2	5.7	134	1751	22.0	6.0	127	6080	21.3	20.9	123	
	QUINTILE 2	49095	13592	31.1	27.7	106	2322	32.7	4.7	112	2282	28.7	4.6	98	8988	31.4	18.3	107	
	QUINTILE 3	23107	6514	14.9	28.2	108	1085	15.3	4.7	111	1282	16.1	5.5	117	4147	14.5	17.9	105	
	QUINTILE 4	33556	7936	18.2	23.7	91	952	13.4	2.8	67	1508	19.0	4.5	95	5476	19.2	16.3	96	
	QUINTILE 5	32863	6125	14.0	18.6	72	1095	15.4	3.3	79	1135	14.3	3.5	73	3896	13.6	11.9	70	
OUTDOOR	QUINTILE 1	33431	10754	24.6	32.2	124	1606	22.6	4.8	113	2050	25.8	6.1	129	7098	24.8	21.2	125	
	QUINTILE 2	33478	9075	20.8	27.1	104	1430	20.1	4.3	101	1568	19.7	4.7	99	6077	21.3	18.2	107	
	QUINTILE 3	33574	8695	19.9	25.9	100	1297	18.3	3.9	91	1394	17.5	4.2	88	6004	21.0	17.9	105	
	QUINTILE 4	33935	7978	18.3	23.5	90	1444	20.3	4.3	100	1400	17.6	4.1	87	5135	18.0	15.1	89	
	QUINTILE 5	33310	7146	16.4	21.5	82	1329	18.7	4.0	94	1545	19.4	4.6	98	4272	14.9	12.8	75	
RADIO-DRIVE TIME	QUINTILE 1	33136	9054	20.7	27.3	105	1267	17.8	3.8	90	1509	19.0	4.6	96	6278	22.0	18.9	111	
	QUINTILE 2	31658	8641	19.8	27.3	105	1509	21.2	4.8	113	1690	21.2	5.3	113	5442	19.0	17.2	101	
	QUINTILE 3	32541	9649	22.1	29.7	114	1718	24.2	5.3	125	1676	21.1	5.2	109	6256	21.9	19.2	113	
	QUINTILE 4	34247	8887	20.4	25.9	100	1354	19.1	4.0	93	1641	20.6	4.8	101	5892	20.6	17.2	101	
	QUINTILE 5	36144	7417	17.0	20.5	79	1258	17.7	3.5	82	1441	18.1	4.0	84	4718	16.5	13.1	77	
RADIO-MID- DAY	TERCILE 1	45037	12078	27.7	26.8	103	1818	25.6	4.0	95	2126	26.7	4.7	100	8133	28.5	18.1	106	
	TERCILE 2	44819	11925	27.3	26.6	102	1979	27.9	4.4	104	2131	26.8	4.8	100	7815	27.3	17.4	102	
	TERCILE 3	77872	19645	45.0	25.2	97	3307	46.5	4.2	100	3700	46.5	4.8	100	12639	44.2	16.2	95	
RADIO-TOTAL	QUINTILE 1	33763	9358	21.4	27.7	107	1286	18.1	3.8	90	1636	20.6	4.3	102	6436	22.5	19.1	112	
	QUINTILE 2	33240	8897	20.4	26.8	103	1597	22.5	4.8	113	1687	21.2	5.1	107	5613	19.6	16.9	99	
	QUINTILE 3	33408	10034	23.0	30.0	115	1752	24.7	5.2	124	1776	22.3	5.3	112	6506	22.8	19.5	114	
	QUINTILE 4	34792	9088	20.8	26.1	100	1399	19.7	4.0	95	1593	20.0	4.6	97	6097	21.3	17.5	103	
	QUINTILE 5	32524	6270	14.4	19.3	74	1071	15.1	3.3	78	1265	15.9	3.9	82	3934	13.8	12.1	71	
TV-PRIME TIME	QUINTILE 1	33090	7957	18.2	24.0	92	1399	19.7	4.2	100	1574	19.8	4.8	100	4983	17.4	15.1	88	
	QUINTILE 2	33357	9136	20.9	27.4	105	1515	21.3	4.5	107	1830	23.0	5.5	116	5791	20.3	17.4	102	
	QUINTILE 3	33980	9090	20.8	26.8	103	1362	19.2	4.0	95	1424	17.9	4.2	88	6303	22.0	18.5	109	
	QUINTILE 4	33854	8840	20.3	26.1	100	1702	24.0	5.0	119	1430	18.0	4.2	89	5708	20.0	16.9	99	
	QUINTILE 5	33444	8626	19.8	25.8	99	1126	15.8	3.4	79	1699	21.4	5.1	107	5801	20.3	17.3	102	
TV-DAYTIME	TERCILE 1	49121	10651	24.5	21.7	84	1938	27.3	3.9	93	1898	23.9	3.9	81	6844	23.9	13.9	82	
	TERCILE 2	48823	13260	30.4	27.2	104	2105	29.6	4.3	102	2427	30.5	5.0	105	8728	30.5	17.9	105	
	TERCILE 3	69782	19708	45.2	28.2	109	3061	43.1	4.4	104	3632	45.6	5.2	110	13014	45.5	18.6	109	
TV-TOTAL	QUINTILE 1	33584	7380	16.9	22.0	84	1342	18.9	4.0	94	1458	18.3	4.3	92	4581	16.0	13.6	80	
	QUINTILE 2	33441	8334	19.1	24.9	96	1597	22.5	4.8	113	1627	20.4	4.9	103	5111	17.9	15.3	90	
	QUINTILE 3	33505	9626	22.1	28.7	110	1527	21.5	4.6	108	1842	23.1	5.5	116	6257	21.9	18.7	110	
	QUINTILE 4	33466	9341	21.4	27.9	107	1478	20.8	4.4	104	1575	19.8	4.7	99	6288	22.0	18.8	110	
	QUINTILE 5	33731	8968	20.5	26.6	102	1162	16.4	3.4	81	1456	18.3	4.3	91	6350	22.2	18.8	110	
MAGAZINES-NEWSPAPERS: DUAL		44503	15185	34.8	34.1	131	2476	34.8	5.6	131	2655	33.4	6.0	126	10054	35.2	22.6	133	
MAGAZINE IMPERATIVE		39363	10958	25.1	27.8	107	1313	18.5	3.3	79	2047	25.7	5.2	110	7599	26.6	19.3	113	
NEWSPAPER IMPERATIVE		46441	11062	25.3	23.8	92	2146	30.2	4.6	109	2009	25.2	4.3	91	6907	24.2	14.9	87	
MAGAZINES-OUTDOOR: DUAL		33726	11664	26.7	34.6	133	1716	24.2	5.1	120	2024	25.4	6.0	127	7924	27.7	23.5	138	
MAGAZINE IMPERATIVE		52846	14901	34.1	28.2	108	2246	31.6	4.3	100	2659	33.4	5.0	106	9997	35.0	18.9	111	
OUTDOOR IMPERATIVE		52140	12147	27.8	23.3	90	1999	28.1	3.8	91	2259	28.4	4.3	91	7889	27.6	15.1	89	
MAGAZINES-RADIO: DUAL		37081	11610	26.6	31.3	120	1576	22.2	4.3	100	2098	26.4	5.7	119	7936	27.8	21.4	126	
MAGAZINE IMPERATIVE		49747	15369	35.2	30.9	119	2306	32.5	4.6	109	2849	35.8	5.7	121	10214	35.7	20.5	120	
RADIO IMPERATIVE		49208	11629	26.6	23.6	91	2192	30.9	4.5	105	2067	26.0	4.2	89	7371	25.8	15.0	88	
MAGAZINES-TELEVISION: DUAL		33103	9612	22.0	29.0	112	1622	22.8	4.9	116	1854	23.3	5.6	118	6135	21.5	18.5	109	
MAGAZINE IMPERATIVE		54575	17866	40.9	32.7	126	2507	35.3	4.6	108	3059	38.4	5.6	118	12301	43.0	22.5	132	
TELEVISION IMPERATIVE		53249	10570	24.2	19.9	76	2056	28.9	3.9	91	2114	26.6	4.0	84	6400	22.4	12.0	71	
NEWSPAPERS-OUTDOOR: DUAL		36255	11732	26.9	32.4	124	1981	27.9	5.5	129	2116	26.6	5.8	123	7636	26.7	21.1	124	
NEWSPAPER IMPERATIVE		55591	14909	34.2	26.8	103	2686	37.8	4.8	114	2691	33.8	4.8	102	9532	33.3	17.1	101	
OUTDOOR IMPERATIVE		48319	12270	28.1	25.4	98	1727	24.3	3.6	84	2200	27.6	4.6	96	8343	29.2	17.3	101	
NEWSPAPERS-RADIO: DUAL		37242	11222	25.7	30.1	116	1951	27.5	5.2	124	2003	25.2	5.4	113	7269	25.4	19.5	115	
NEWSPAPER IMPERATIVE		54423	15693	36.0	28.8	111	2694	37.9	5.0	117	2871	36.1	5.3	111	10129	35.4	18.6	109	
RADIO IMPERATIVE		46650	11669	26.7	25.0	96	1711	24.1	3.7	87	2252	28.3	4.8	102	7706	27.0	16.5	97	
NEWSPAPERS-TELEVISION: DUAL		35974	9585	22.0	26.6	102	1809	25.5	5.0	119	1914	24.1	5.3	112	5862	20.5	16.3	96	
NEWSPAPER IMPERATIVE		56095	17620	40.4	31.4	121	2771	39.0	4.9	117	2846	35.8	5.1	107	12004	4			

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	43648	100.0	26.0	100	7105	100.0	4.2	100	7957	100.0	4.7	100	28586	100.0	17.0	100
ATLANTIC MONTHLY	867	232	0.5	26.8	103	**14	0.2	1.6	38	**19	0.2	2.2	46	*199	0.7	23.0	135
BARRON'S	1580	719	1.6	45.5	175	**157	2.2	9.9	235	*114	1.4	7.2	152	449	1.6	28.4	167
BETTER HOMES & GARDENS	22203	6370	14.6	28.7	110	940	13.2	4.2	100	914	11.5	4.1	87	4515	15.8	20.3	119
BON APPETIT	3810	1496	3.4	39.3	151	*170	2.4	4.5	105	210	2.6	5.5	116	1116	3.9	29.3	172
BUSINESS WEEK	4663	1622	3.7	34.8	134	*190	2.7	4.1	96	207	2.6	4.4	94	1226	4.3	26.3	154
CAR AND DRIVER	3102	1119	2.6	36.1	139	*121	1.7	3.9	92	*229	2.9	7.4	156	769	2.7	24.8	145
CBS MAGAZINE NETWORK (GROSS)	7311	2778	6.4	38.0	146	300	4.2	4.1	97	513	6.4	7.0	148	1965	6.9	26.9	158
CHANGING TIMES	3400	1120	2.6	32.9	127	*161	2.3	4.7	112	**112	1.4	3.3	69	848	3.0	24.9	146
COLONIAL HOMES	1796	568	1.3	31.6	122	**52	0.7	2.9	68	**55	0.7	3.1	65	461	1.6	25.7	151
CONDE NAST MAG. PKG. (GROSS)	19924	7220	16.5	36.2	139	905	12.7	4.5	107	976	12.3	4.9	103	5340	18.7	26.8	157
CONSUMERS DIGEST	3125	945	2.2	30.2	116	*134	1.9	4.3	101	*140	1.8	4.5	94	671	2.3	21.5	126
COSMOPOLITAN	10577	3864	8.9	36.5	140	464	6.5	4.4	104	535	6.7	5.1	107	2865	10.0	27.1	159
COUNTRY LIVING	3746	1072	2.5	28.6	110	**98	1.4	2.6	62	*173	2.2	4.6	97	802	2.8	21.4	126
CUISINE	2214	971	2.2	43.9	169	*160	2.3	7.2	171	*174	2.2	7.9	166	637	2.2	28.8	169
CYCLE WORLD	2394	772	1.8	32.2	124	**71	1.0	3.0	70	**146	1.8	6.1	129	554	1.9	23.1	136
DCI:CREATIVE IDEAS FOR LIV	3068	822	1.9	26.8	103	**49	0.7	1.6	38	**155	1.9	5.1	106	618	2.2	20.1	118
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2505	5.7	26.2	101	223	3.1	2.3	55	507	6.4	5.3	112	1775	6.2	18.6	109
DISCOVER	2277	744	1.7	32.7	126	**100	1.4	4.4	104	*120	1.5	5.3	111	524	1.8	23.0	135
EBONY	7187	1607	3.7	22.4	86	405	5.7	5.6	133	318	4.0	4.4	93	885	3.1	12.3	72
ESQUIRE	2560	835	1.9	32.6	125	*147	2.1	5.7	136	*158	2.0	6.2	130	530	1.9	20.7	121
ESSENCE	3242	779	1.8	24.0	92	**143	2.0	4.4	104	*102	1.3	3.1	66	534	1.9	16.5	97
FAMILY CIRCLE	19639	5621	12.9	28.6	110	725	10.2	3.7	87	740	9.3	3.8	79	4157	14.5	21.2	124
THE FAMILY HANDYMAN	3540	1160	2.7	32.8	126	**123	1.7	3.5	82	*131	1.6	3.7	78	905	3.2	25.6	150
FAMILY WEEKLY	23924	6066	13.9	25.4	97	821	11.6	3.4	81	1106	13.9	4.6	97	4139	14.5	17.3	102
FIELD & STREAM	9883	2387	5.5	24.2	93	254	3.6	2.6	61	405	5.1	4.1	86	1728	6.0	17.5	103
FOOD & WINE	1030	423	1.0	41.1	158	**74	1.0	7.2	170	**63	0.8	6.1	129	286	1.0	27.8	163
FORBES	2679	1108	2.5	41.4	159	*185	2.6	6.9	163	213	2.7	8.0	168	710	2.5	26.5	156
FORTUNE	2931	1300	3.0	44.4	170	*187	2.6	6.4	151	*200	2.5	6.8	144	913	3.2	31.1	183
GENTLEMEN'S QUARTERLY	3481	1471	3.4	42.3	162	*247	3.5	7.1	168	*173	2.2	5.0	105	1051	3.7	30.2	177
GLAMOUR	7163	2687	6.2	37.5	144	360	5.1	5.0	119	333	4.2	4.6	98	1994	7.0	27.8	163
GOLF DIGEST	2355	963	2.2	40.9	157	*186	2.6	7.9	186	*168	2.1	7.1	150	609	2.1	25.9	152
GOLF DIGEST/TENNIS (GROSS)	3610	1339	3.1	37.1	143	*218	3.1	6.0	143	204	2.6	5.7	119	918	3.2	25.4	149
GOLF MAGAZINE	2046	793	1.8	38.8	149	*100	1.4	4.9	115	*220	2.8	10.8	227	473	1.7	23.1	136
GOLF MAGAZINE/SKI (GROSS)	3547	1489	3.4	42.0	161	198	2.8	5.6	132	321	4.0	9.0	191	969	3.4	27.3	160
GOOD HOUSEKEEPING	20353	5998	13.7	29.5	113	648	9.1	3.2	75	947	11.9	4.7	98	4403	15.4	21.6	127
HARPER'S BAZAAR	3362	1234	2.8	36.7	141	*193	2.7	5.7	136	*158	2.0	4.7	99	884	3.1	26.3	154
HEALTH	2987	759	1.7	25.4	98	**106	1.5	3.5	84	*136	1.7	4.6	96	517	1.8	17.3	102
HEARST MAG CORP. BUY (GROSS)	67928	21747	49.8	32.0	123	2537	35.7	3.7	88	3552	44.6	5.2	110	15657	54.8	20.3	135
HEARST MAN POWER (GROSS)	11282	3450	7.9	30.6	118	340	4.8	3.0	71	720	9.0	6.4	135	2390	8.4	21.2	124
HEARST WOMAN POWER (GROSS)	40514	12997	29.8	32.1	123	1483	20.9	3.7	86	2004	25.2	4.9	104	9511	33.3	23.5	138
HOUSE BEAUTIFUL	4885	1592	3.6	32.6	125	265	3.7	5.4	128	324	4.1	6.6	140	1003	3.5	20.5	120
INC.	1308	654	1.5	50.0	192	**93	1.3	7.1	168	**87	1.1	6.7	140	474	1.7	36.2	213
JET	6498	1566	3.6	24.1	93	336	4.7	5.2	122	291	3.7	4.5	94	939	3.3	14.5	85
LADIES' HOME JOURNAL	14797	4521	10.4	30.6	117	471	6.6	3.2	75	723	9.1	4.9	103	3327	11.6	22.5	132
LHJ FAMILY GRP COMBO(GROSS)	21743	6639	15.2	30.5	117	706	9.9	3.2	77	1002	12.6	4.6	97	4931	17.2	22.7	133
LIFE	9881	3301	7.6	33.4	128	563	7.9	5.7	135	512	6.4	5.2	109	2227	7.8	22.5	132
L.A. TIMES HOME MAGAZINE	2775	1102	2.5	39.7	153	*182	2.6	6.6	155	254	3.2	9.2	193	666	2.3	24.0	141
MADMOISELLE	4219	1581	3.6	37.5	144	*206	2.9	4.9	115	*205	2.6	4.9	102	1170	4.1	27.7	163
MC CALL'S	16422	4994	11.4	30.4	117	728	10.2	4.4	105	750	9.4	4.6	96	3517	12.3	21.4	126
MC CALL'S/WRK MOTHER (GROSS)	17919	5463	12.5	30.5	117	775	10.9	4.3	102	781	9.8	4.4	92	3907	13.7	21.8	128
MECHANIX ILLUSTRATED	4433	1331	3.0	30.0	115	*183	2.6	4.1	97	*182	2.3	4.1	87	966	3.4	21.8	128
METROPOLITAN HOME	1504	497	1.1	33.0	127	**53	0.7	3.5	83	**136	1.7	9.0	191	308	1.1	20.5	120
MONEY	4723	1756	4.0	37.2	143	*233	3.3	4.9	116	275	3.5	5.8	123	1248	4.4	26.4	155
MOTHER EARTH NEWS	2325	685	1.6	29.5	113	**61	0.9	2.6	62	*165	2.1	7.1	150	458	1.6	19.7	116
MS.	1189	499	1.1	42.0	161	**43	0.6	3.6	85	**71	0.9	6.0	126	385	1.3	32.4	190
NATIONAL ENQUIRER	18892	4999	11.5	26.5	102	540	7.6	2.9	67	1130	14.2	6.0	126	3329	11.6	17.6	103
NATIONAL GEOGRAPHIC	22129	7451	17.1	33.7	129	1202	16.9	5.4	128	1258	15.8	5.7	120	4991	17.5	22.6	132
NATIONAL SUNDAY MAGAZINE PKG	103750	30249	69.3	29.2	112	5043	71.0	4.9	115	5422	68.1	5.2	110	19784	69.2	19.1	112
NATURAL HISTORY	1379	500	1.1	36.3	139	**56	0.8	4.1	96	**49	0.6	3.6	75	395	1.4	28.6	168
NEW HUMAN	2289	711	1.6	31.1	119	**46	0.6	2.0	47	**112	1.4	4.9	103	553	1.9	24.2	142
NEW YORK INCLUDING CUE	1088	421	1.0	38.7	149	**50	0.7	4.6	108	**55	0.7	5.1	107	316	1.1	29.0	170
THE NEW YORKER	2459	978	2.2	39.8	153	*133	1.9	5.4	128	*187	2.4	7.6	160	658	2.3	26.8	157
NEWSWEEK	16527	5712	13.1	34.6	133	1047	14.7	6.3	150	1111	14.0	6.7	142	3555	12.4	21.5	126
THE N.Y. TIMES DAILY EDITION	2739	1020	2.3	37.2	143	192	2.7	7.0	165	*122	1.5	4.5	94	707	2.5	25.8	151
THE N.Y. TIMES MAGAZINE	4443	1769	4.1	39.8	153	283	4.0	6.4	150	252	3.2	5.7	120	1233	4.3	27.8	163
OMNI	2799	1059	2.4	37.8	145	*187	2.6	6.7	158	*135	1.7	4.8	102	737	2.6	26.3	154
ON CABLE	2209	792	1.8	35.9	138	**132	1.9	6.0	141	**74	0.9	3.3	71	587	2.1	26.6	156
1001 HOME IDEAS	3959	1360	3.1	34.4	132	**129	1.8	3.3	77	*143	1.8	3.6	76	1088	3.8	27.5	161
ORGANIC GARDENING	3111	805	1.8	25.9	99	**52	0.7	1.7	39	*120	1.5	3.9	81	634	2.2	20.4	120
OUTDOOR LIFE	5024	1319	3.0	26.3	101	*113	1.6	2.2	53	*183	2.3	3.6	77	1022	3.6	20.3	119
PARADE MAGAZINE	51292	15427	35.3	30.1	116	2690	37.9	5.2	124	2601	32.7	5.1	107	10136	35.5	19.8	116

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	43648	100.0	26.0	100	7105	100.0	4.2	100	7957	100.0	4.7	100	28586	100.0	17.0	100
PARENTS	5298	1676	3.8	31.6	122	*152	2.1	2.9	68	*231	2.9	4.4	92	1294	4.5	24.4	143
PENTHOUSE	5129	2022	4.6	39.4	151	315	4.4	6.1	145	346	4.3	6.7	142	1360	4.8	26.5	156
PEOPLE	21070	7353	16.8	34.9	134	1230	17.3	5.8	138	1311	16.5	6.2	131	4812	16.8	22.8	134
PLAYBOY	10562	3984	9.1	37.7	145	642	9.0	6.1	143	754	9.5	7.1	150	2588	9.1	24.5	144
POPULAR HOT RODDING	2498	923	2.1	36.9	142	**100	1.4	4.0	95	**184	2.3	7.4	155	639	2.2	25.6	150
POPULAR MECHANICS	5887	1816	4.2	30.8	119	*240	3.4	4.1	96	379	4.8	6.4	136	1197	4.2	20.3	119
POPULAR SCIENCE	4317	1500	3.4	34.7	134	*249	3.5	5.8	136	*262	3.3	6.1	128	989	3.5	22.9	134
PREVENTION	5792	1485	3.4	25.6	99	*160	2.3	2.8	65	267	3.4	4.6	97	1058	3.7	18.3	107
PSYCHOLOGY TODAY	3284	1243	2.8	37.9	145	*212	3.0	6.5	152	*191	2.4	5.8	123	840	2.9	25.6	150
READER'S DIGEST	40046	10803	24.8	27.0	104	1487	20.9	3.7	88	2173	27.3	5.4	114	7143	25.0	17.8	105
REDBOOK	9584	3136	7.2	32.7	126	371	5.2	3.9	91	523	6.6	5.5	115	2243	7.8	23.4	137
ROAD & TRACK	2590	1142	2.6	44.1	169	*161	2.3	6.2	147	*259	3.3	10.0	211	722	2.5	27.9	164
ROLLING STONE	3302	1435	3.3	43.5	167	*280	3.9	8.5	200	*281	3.5	8.5	179	874	3.1	26.5	155
RUNNER'S WORLD	1229	436	1.0	35.5	136	**40	0.6	3.3	77	**88	1.1	7.2	151	*307	1.1	25.0	147
SATURDAY EVENING POST	2110	686	1.6	32.5	125	**65	0.9	3.1	73	*96	1.2	4.5	96	526	1.8	24.9	146
SCIENCE 84	1543	547	1.3	35.5	136	**41	0.6	2.7	63	*129	1.6	8.4	176	377	1.3	24.4	143
SCIENCE DIGEST	1747	580	1.3	33.2	128	**31	0.4	1.8	42	**125	1.6	7.2	151	424	1.5	24.3	142
SCIENTIFIC AMERICAN	1994	758	1.7	38.0	146	**108	1.5	5.4	128	*174	2.2	8.7	184	476	1.7	23.9	140
SELF	3119	1183	2.7	37.9	146	**100	1.4	3.2	76	*247	3.1	7.9	167	836	2.9	26.8	157
SEVENTEEN	3923	1213	2.8	30.9	119	*212	3.0	5.4	128	**170	2.1	4.3	91	832	2.9	21.2	124
SKI	1501	695	1.6	46.3	178	**98	1.4	6.5	154	**101	1.3	6.7	142	497	1.7	33.1	194
SMITHSONIAN	5976	2118	4.9	35.4	136	290	4.1	4.9	115	335	4.2	5.6	118	1492	5.2	25.0	146
SOAP OPERA DIGEST	4228	1113	2.5	26.3	101	*128	1.8	3.0	71	*197	2.5	4.7	98	789	2.8	18.7	109
SOUTHERN LIVING	6488	1684	3.9	26.0	100	*175	2.5	2.7	64	353	4.4	5.4	115	1156	4.0	17.8	105
SPORT	3500	1213	2.8	34.7	133	*170	2.4	4.9	115	*261	3.3	7.5	157	781	2.7	22.3	131
THE SPORTING NEWS	2456	887	2.0	36.1	139	**115	1.6	4.7	111	*179	2.2	7.3	154	594	2.1	24.2	142
SPORTS AFIELD	3648	1053	2.4	28.9	111	**70	1.0	1.9	45	*215	2.7	5.9	124	768	2.7	21.1	124
SPORTS ILLUSTRATED	14484	4792	11.0	33.1	127	831	11.7	5.7	135	847	10.6	5.8	123	3114	10.9	21.5	126
STAR	12661	3251	7.4	25.7	99	452	6.4	3.6	84	753	9.5	5.9	125	2046	7.2	16.2	95
SUNDAY	52799	16338	37.4	30.9	119	3143	44.2	6.0	141	2941	37.0	5.6	117	10255	35.9	19.4	114
SUNSET	3513	1555	3.6	44.3	170	*211	3.0	6.0	142	*253	3.2	7.2	152	1090	3.8	31.0	182
TV GUIDE	42766	12237	28.0	28.6	110	1800	25.3	4.2	99	2228	28.0	5.2	110	8208	28.7	19.2	113
TENNIS	1254	377	0.9	30.1	116	**32	0.5	2.6	60	**36	0.5	2.9	61	309	1.1	24.6	145
TIME	22054	7367	16.9	33.4	128	1271	17.9	5.8	136	1446	18.2	6.6	138	4650	16.3	21.1	124
TOWN & COUNTRY	1555	561	1.3	36.1	139	**60	0.8	3.9	91	**65	0.8	4.2	88	436	1.5	28.0	165
TRAVEL & LEISURE	2173	848	1.9	39.0	150	**101	1.4	4.6	110	*98	1.2	4.5	95	649	2.3	29.9	175
TRUE STORY	4636	1205	2.8	26.0	100	**86	1.2	1.9	44	*172	2.2	3.7	78	947	3.3	20.4	120
U.S. NEWS & WORLD REPORT	10353	2979	6.8	28.8	111	437	6.2	4.2	100	565	7.1	5.5	115	1977	6.9	19.1	112
USA TODAY	4994	1743	4.0	34.9	134	235	3.3	4.7	111	310	3.9	6.2	131	1198	4.2	24.0	141
US	3528	1196	2.7	33.9	130	*129	1.8	3.7	86	**187	2.4	5.3	112	880	3.1	24.9	146
VOGUE	5424	1769	4.1	32.6	125	239	3.4	4.4	104	191	2.4	3.5	74	1340	4.7	24.7	145
MALL STREET JOURNAL	6292	2305	5.3	36.6	141	399	5.6	6.3	150	368	4.6	5.8	123	1538	5.4	24.4	143
WEIGHT WATCHERS	2762	804	1.8	29.1	112	**42	0.6	1.5	36	**49	0.6	1.8	37	714	2.5	25.9	152
WOMAN'S DAY	16320	4889	11.2	30.0	115	587	8.3	3.6	85	730	9.2	4.5	94	3573	12.5	21.9	128
WORKING MOTHER	1496	469	1.1	31.4	120	**47	0.7	3.1	74	**32	0.4	2.1	45	390	1.4	26.1	153
WORKING WOMAN	1851	733	1.7	39.6	152	**90	1.3	4.9	115	*133	1.7	7.2	151	510	1.8	27.6	162
WORLD TENNIS	580	*243	0.6	41.9	161	**15	0.2	2.6	61	**37	0.5	6.4	134	**192	0.7	33.1	194
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4660	10.7	37.5	144	530	7.5	4.3	101	869	10.9	7.0	148	3262	11.4	26.3	154
BLAIR INSERTS	91671	27665	63.4	30.2	116	4765	67.1	5.2	123	5026	63.2	5.5	116	17875	62.5	19.5	114
DAILY NEWSPAPERS																	
READ ANY	109190	30306	69.4	27.8	107	5077	71.5	4.6	110	5563	69.9	5.1	107	19667	68.8	18.0	106
READ ONE	89587	24106	55.2	26.9	103	3923	55.2	4.4	103	4331	54.4	4.8	102	15852	55.5	17.7	104
READ TWO OR MORE	19602	6201	14.2	31.6	122	1154	16.2	5.9	139	1232	15.5	6.3	132	3815	13.3	19.5	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	31875	73.0	29.1	112	5255	74.0	4.8	113	5616	70.6	5.1	108	21003	73.5	19.2	112
READ ONE	95074	26834	61.5	28.2	108	4471	62.9	4.7	111	4710	59.2	5.0	104	17654	61.8	18.6	109
READ TWO OR MORE	14588	5041	11.5	34.6	133	785	11.0	5.4	127	907	11.4	6.2	131	3349	11.7	23.0	135
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.45				29.70				33.56				32.82			
30 DAY REACH	149706	39888	91.4	26.6	102	6484	91.3	4.3	102	7136	89.7	4.8	100	26268	91.9	17.5	103
50 SHWG - 30 DAY AV FREQ	15.16	16.95				15.76				17.79				17.01			
30 DAY REACH	142406	38238	87.6	26.9	103	6115	86.1	4.3	101	6756	84.9	4.7	100	25367	88.7	17.8	105
25 SHWG - 30 DAY AV FREQ	8.23	9.13				8.59				9.66				9.12			
30 DAY REACH	131152	35566	81.5	27.1	104	5618	79.1	4.3	101	6258	78.6	4.8	101	23691	82.9	18.1	106
CABLE TV: HOME WIRED	66879	19393	44.4	29.0	111	3253	45.8	4.9	115	3276	41.2	4.9	103	12864	45.0	19.2	113
HOME NOT WIRED	100848	24255	55.6	24.1	92	3851	54.2	3.8	90	4681	58.8	4.6	98	15723	55.0	15.6	91
HAVE PAY CABLE	35024	11612	26.6	33.2	127	1867	26.3	5.3	126	1848	23.2	5.3	111	7896	27.6	22.5	132

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	21002	100.0	26.5	100	3759	100.0	4.7	100	4360	100.0	5.5	100	12883	100.0	16.3	100
HOUSEHOLD HEADS	66405	17195	81.9	25.9	98	2945	78.3	4.4	94	3561	81.7	5.4	97	10688	83.0	16.1	99
18 - 24	13945	4281	20.4	30.7	116	823	21.9	5.9	124	866	19.9	6.2	113	2592	20.1	18.6	114
25 - 34	19334	5994	28.5	31.0	117	812	21.6	4.2	89	1287	29.5	6.7	121	3895	30.2	20.1	124
35 - 44	14196	3973	18.9	28.0	106	631	16.8	4.4	94	658	15.1	4.6	84	2684	20.8	18.9	99
45 - 54	10896	2851	13.6	26.2	99	596	15.9	5.5	115	572	13.1	5.2	95	1682	13.1	15.4	95
55 - 64	10378	2500	11.9	24.1	91	484	12.9	4.7	98	667	15.3	6.4	117	1350	10.5	13.0	80
65 OR OLDER	10514	1403	6.7	13.3	50	413	11.0	3.9	83	309	7.1	2.9	53	681	5.3	6.5	40
18 - 34	33279	10275	48.9	30.9	117	1635	43.5	4.9	104	2154	49.4	6.5	118	6486	50.3	19.5	120
18 - 49	52904	15653	74.5	29.6	112	2623	69.8	5.0	105	3096	71.0	5.9	106	9934	77.1	18.8	116
25 - 54	44426	12818	61.0	28.9	109	2039	54.2	4.6	97	2517	57.7	5.7	103	8261	64.1	18.6	114
35 - 49	19625	5378	25.6	27.4	103	988	26.3	5.0	106	942	21.6	4.8	87	3448	26.8	17.6	108
50 OR OLDER	26359	5349	25.5	20.3	77	1136	30.2	4.3	91	1264	29.0	4.8	87	2949	22.9	11.2	69
GRADUATED COLLEGE	15982	5516	26.3	34.5	130	975	25.9	6.1	129	1212	27.8	7.6	138	3330	25.8	20.8	128
ATTENDED COLLEGE	13629	4295	20.5	31.5	119	645	17.2	4.7	100	910	20.9	6.7	121	2740	21.3	20.1	124
GRADUATED HIGH SCHOOL	28591	8127	38.7	28.4	107	1472	39.2	5.1	109	1560	35.8	5.5	99	5095	39.5	17.8	110
DID NOT GRADUATE HIGH SCHOOL	21061	3064	14.6	14.5	55	667	17.7	3.2	67	679	15.6	3.2	59	1719	13.3	8.2	50
EMPLOYED FULL-TIME	52316	15064	71.7	28.8	109	2323	61.8	4.4	94	3094	71.0	5.9	108	9647	74.9	18.4	113
EMPLOYED PART-TIME	4113	1349	6.4	32.8	124	*469	12.5	11.4	240	**219	5.0	5.3	97	661	5.1	16.1	99
NOT EMPLOYED	22834	4590	21.9	20.1	76	968	25.8	4.2	89	1047	24.0	4.6	83	2576	20.0	11.3	69
PROFESSIONAL/MANAGER	15034	5215	24.8	34.7	131	891	23.7	5.9	125	1094	25.1	7.3	132	3230	25.1	21.5	132
TECH/CLERICAL/SALES	11255	3782	18.0	33.6	127	563	15.0	5.0	105	733	16.8	6.5	118	2486	19.3	22.1	136
PRECISION/CRAFT	11607	2944	14.0	25.4	96	*585	15.6	5.0	106	565	13.0	4.9	88	1795	13.9	15.5	95
OTHER EMPLOYED	18534	4471	21.3	24.1	91	753	20.0	4.1	86	922	21.1	5.0	90	2797	21.7	15.1	93
SINGLE	19562	6049	28.8	30.9	117	1264	33.6	6.5	136	1187	27.2	6.1	110	3598	27.9	18.4	113
MARRIED	51896	12956	61.7	25.0	94	1991	53.0	3.8	81	2812	64.5	5.4	99	8154	63.3	15.7	97
DIVORCED/SEPARATED/MIDOWED	7804	1997	9.5	25.6	97	505	13.4	6.5	136	361	8.3	4.6	84	1131	8.8	14.5	89
PARENTS	25372	6792	32.3	26.8	101	860	22.9	3.4	71	1321	30.3	5.2	95	4611	35.8	18.2	112
WHITE	69658	18842	89.7	27.0	102	3289	87.5	4.7	100	3931	90.2	5.6	103	11623	90.2	16.7	103
BLACK	7909	1756	8.4	22.2	84	433	11.5	5.5	115	358	8.2	4.5	82	966	7.5	12.2	75
OTHER	1696	*404	1.9	23.8	90	**37	1.0	2.2	46	**72	1.7	4.2	77	**295	2.3	17.4	107
NORTHEAST-CENSUS	17202	5237	24.9	30.4	115	1113	29.6	6.5	136	1157	26.5	6.7	122	2966	23.0	17.2	106
NORTH CENTRAL	20461	5125	24.4	25.0	95	787	20.9	3.8	81	1033	23.7	5.0	92	3304	25.6	16.1	99
SOUTH	26695	5478	26.1	20.5	77	1105	29.4	4.1	87	1094	25.1	4.1	75	3278	25.4	12.3	76
WEST	14906	5164	24.6	34.6	131	754	20.1	5.1	107	1075	24.7	7.2	131	3334	25.9	22.4	138
NORTHEAST-MKTG.	17962	5347	25.5	29.8	112	1261	33.5	7.0	148	1167	26.8	6.5	118	2920	22.7	16.3	100
EAST CENTRAL	11741	2642	12.6	22.5	85	460	12.2	3.9	83	556	12.8	4.7	86	1626	12.6	13.8	85
WEST CENTRAL	13518	3696	17.6	27.3	103	579	15.4	4.3	90	739	16.9	5.5	99	2377	18.5	17.6	108
SOUTH	23168	4734	22.5	20.4	77	770	20.5	3.3	70	909	20.8	3.9	71	3056	23.7	13.2	81
PACIFIC	12874	4583	21.8	35.6	134	690	18.4	5.4	113	990	22.7	7.7	140	2904	22.5	22.6	139
COUNTY SIZE A	32596	10008	47.7	30.7	116	1890	50.3	5.8	122	2187	50.2	6.7	122	5931	46.0	18.2	112
COUNTY SIZE B	23814	6218	29.6	26.1	99	1049	27.9	4.4	93	1238	28.4	5.2	95	3930	30.5	16.5	102
COUNTY SIZE C	12663	3173	15.1	25.1	95	*523	13.9	4.1	87	552	12.7	4.4	79	2098	16.3	16.6	102
COUNTY SIZE D	10190	1604	7.6	15.7	59	*298	7.9	2.9	62	*383	8.8	3.8	68	923	7.2	9.1	56
METRO CENTRAL CITY	23190	6980	33.2	30.1	114	1310	34.8	5.6	119	1420	32.6	6.1	111	4251	33.0	18.3	113
METRO SUBURBAN	36920	10618	50.6	28.8	109	1835	48.8	5.0	105	2217	50.8	6.0	109	6567	51.0	17.8	109
NON METRO	19152	3404	16.2	17.8	67	615	16.4	3.2	68	723	16.6	3.8	69	2066	16.0	10.8	66
TOP 5 ADI'S	18703	6042	28.8	32.3	122	1331	35.4	7.1	150	1416	32.5	7.6	138	3295	25.6	17.6	108
TOP 10 ADI'S	26158	7880	37.5	30.1	114	1643	43.7	6.3	132	1708	39.2	6.5	119	4529	35.2	17.3	107
TOP 20 ADI'S	36612	10763	51.2	29.4	111	2179	58.0	6.0	125	2246	51.5	6.1	112	6338	49.2	17.3	107
HSHL INC. \$50,000 OR MORE	9326	3152	15.0	33.8	128	635	16.9	6.8	144	700	16.1	7.5	136	1817	14.1	19.5	120
\$40,000 OR MORE	18002	5903	28.1	32.8	124	1023	27.2	5.7	120	1246	28.6	6.9	126	3634	28.2	20.2	124
\$30,000 OR MORE	31361	10130	48.2	32.3	122	1575	41.9	5.0	106	2119	48.6	6.8	123	6437	50.0	20.5	126
\$25,000 OR MORE	39858	12573	59.9	31.5	119	2054	54.6	5.2	109	2558	58.7	6.4	117	7960	61.8	20.0	123
\$20,000 - \$24,999	8664	2260	10.8	26.1	98	*425	11.3	4.9	103	485	11.1	5.6	102	1350	10.5	15.6	96
\$15,000 - \$19,999	7964	1855	8.8	23.3	88	*322	8.6	4.0	85	*366	8.4	4.6	84	1167	9.1	14.7	90
\$10,000 - \$14,999	11093	2489	11.9	22.4	85	558	14.8	5.0	106	590	13.5	5.3	97	1341	10.4	12.1	74
UNDER \$10,000	11683	1826	8.7	15.6	59	399	10.6	3.4	72	*361	8.3	3.1	56	1066	8.3	9.1	56
HOUSEHOLD OF 1 PERSON	7453	2039	9.7	27.4	103	531	14.1	7.1	150	352	8.1	4.7	86	1156	9.0	15.5	95
2 PEOPLE	24757	6295	30.0	25.4	96	1156	30.8	4.7	98	1394	32.0	5.6	102	3746	29.1	15.1	93
3 OR 4 PEOPLE	32682	8959	42.7	27.4	103	1442	38.4	4.4	93	1918	44.0	5.9	107	5599	43.5	17.1	105
5 OR MORE PEOPLE	14370	3710	17.7	25.8	97	*631	16.8	4.4	93	*696	16.0	4.8	88	2383	18.5	16.6	102
NO CHILD IN HSHLD	46768	12161	57.9	26.0	98	2447	65.1	5.2	110	2637	60.5	5.6	103	7077	54.9	15.1	93
CHILD(REN) UNDER 2 YRS	4799	1103	5.3	23.0	87	*91	2.4	1.9	40	**160	3.7	3.3	61	851	6.6	17.7	109
2 - 5 YEARS	11125	3002	14.3	27.0	102	*276	7.3	2.5	52	*487	11.2	4.4	80	2239	17.4	20.1	124
6 - 11 YEARS	14193	3717	17.7	26.2	99	*415	11.0	2.9	62	797	18.3	5.6	102	2505	19.4	17.6	109
12 - 17 YEARS	17402	4696	22.4	27.0	102	882	23.5	5.1	107	1018	23.3	5.8	106	2796	21.7	16.1	99
RESIDENCE OWNED	56398	14610	69.6	25.9	98	2662	70.8	4.7	100	3072	70.5	5.4	99	8875	68.9	15.7	97
VALUE: \$50,000 OR MORE	34811	10438	49.7	30.0	113	1889	50.3	5.4	114	2235	51.3	6.4	117	6314	49.0	18.1	112
VALUE: UNDER \$50,000	21587	4172	19.9	19.3	73	773	20.6	3.6	76	837	19.2	3.9	70	2561	19.9	11.9	73

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	21002	100.0	26.5	100	3759	100.0	4.7	100	4360	100.0	5.5	100	12883	100.0	16.3	100
MAGAZINES	QUINTILE 1	16033	5856	28.0	36.7	139	886	23.6	5.5	117	1270	29.1	7.9	144	3730	29.0	23.3	143
	QUINTILE 2	15354	4431	21.1	28.9	109	826	22.0	5.4	113	847	19.4	5.5	100	2759	21.4	18.0	111
	QUINTILE 3	15888	3888	18.5	24.5	92	684	18.2	4.3	91	841	19.3	5.3	96	2362	18.3	14.9	91
	QUINTILE 4	17310	4046	19.3	23.4	88	768	20.4	4.4	94	775	17.8	4.5	81	2503	19.4	14.5	89
	QUINTILE 5	14677	2753	13.1	18.8	71	595	15.8	4.1	85	628	14.4	4.3	78	1529	11.9	10.4	64
NEWSPAPERS	QUINTILE 1	15277	4943	23.5	32.4	122	883	23.5	5.8	122	1007	23.1	6.6	120	3053	23.7	20.0	123
	QUINTILE 2	22745	6378	30.4	28.0	106	1132	30.1	5.0	105	1358	31.1	6.0	109	3889	30.2	17.1	105
	QUINTILE 3	10692	2920	13.9	27.3	103	554	14.7	5.2	109	584	13.4	5.5	99	1781	13.8	16.7	102
	QUINTILE 4	11646	2810	13.4	24.1	91	*367	9.8	3.2	66	*533	12.2	4.6	83	1910	14.8	16.4	101
	QUINTILE 5	18903	3951	18.8	20.9	79	823	21.9	4.4	92	878	20.1	4.6	84	2250	17.5	11.9	73
OUTDOOR	QUINTILE 1	16620	5131	24.4	30.9	117	775	20.6	4.7	98	1104	25.3	6.6	121	3252	25.2	19.6	120
	QUINTILE 2	16377	4511	21.5	27.5	104	764	20.3	4.7	98	897	20.6	5.5	100	2850	22.1	17.4	107
	QUINTILE 3	15995	4231	20.1	26.5	100	681	18.1	4.3	90	761	17.5	4.8	86	2790	21.7	17.4	107
	QUINTILE 4	15592	3717	17.7	23.8	90	763	20.3	4.9	103	744	17.1	4.8	87	2210	17.2	14.2	87
	QUINTILE 5	14679	3412	16.2	23.2	88	776	20.6	5.3	111	855	19.6	5.8	106	1781	13.8	12.1	75
RADIO-DRIVE TIME	QUINTILE 1	15746	4400	21.0	27.9	105	717	19.1	4.6	96	842	19.3	5.3	97	2841	22.1	18.0	111
	QUINTILE 2	15067	4189	19.9	27.8	105	798	21.2	5.3	112	877	20.1	5.8	106	2515	19.5	16.7	103
	QUINTILE 3	15631	4554	21.7	29.1	110	850	22.6	5.4	115	889	20.4	5.7	103	2815	21.9	18.0	111
	QUINTILE 4	16245	4322	20.6	26.6	100	752	20.0	4.6	98	860	19.7	5.3	96	2709	21.0	16.7	103
	QUINTILE 5	16573	3538	16.8	21.3	81	643	17.1	3.9	82	892	20.5	5.4	98	2003	15.5	12.1	74
RADIO-MID- DAY	TERCILE 1	21788	5912	28.1	27.1	102	1012	26.9	4.6	98	1285	29.5	5.9	107	3615	28.1	16.6	102
	TERCILE 2	21151	5493	26.2	26.0	98	1141	30.4	5.4	114	1042	23.9	4.9	90	3309	25.7	15.6	96
	TERCILE 3	36323	9598	45.7	26.4	100	1606	42.7	4.4	93	2033	46.6	5.6	102	5959	46.3	16.4	101
RADIO-TOTAL	QUINTILE 1	15977	4626	22.0	29.0	109	715	19.0	4.5	94	1018	23.3	6.4	116	2893	22.5	18.1	111
	QUINTILE 2	15923	4389	20.9	27.6	104	875	23.3	5.5	116	905	20.8	5.7	103	2609	20.3	16.4	101
	QUINTILE 3	14980	4581	21.8	30.6	115	827	22.0	5.5	116	870	20.0	5.8	106	2884	22.4	19.3	118
	QUINTILE 4	17123	4178	19.9	24.4	92	751	20.0	4.4	92	727	16.7	4.2	77	2700	21.0	15.8	97
	QUINTILE 5	15260	3229	15.4	21.2	80	592	15.7	3.9	82	839	19.2	5.5	100	1798	14.0	11.8	72
TV-PRIME TIME	QUINTILE 1	15674	3998	19.0	25.5	96	772	20.5	4.9	104	784	18.0	5.0	91	2441	18.9	15.6	96
	QUINTILE 2	15944	4299	20.5	27.0	102	739	19.7	4.6	98	1031	23.6	6.5	118	2530	19.6	15.9	98
	QUINTILE 3	16037	4329	20.6	27.0	102	764	20.3	4.8	100	741	17.0	4.6	84	2823	21.9	17.6	108
	QUINTILE 4	15412	3997	19.0	25.9	98	863	23.0	5.6	118	824	18.9	5.3	97	2309	17.9	15.0	92
	QUINTILE 5	16194	4380	20.9	27.0	102	621	16.5	3.8	81	980	22.5	6.1	110	2780	21.6	17.2	106
TV-DAYTIME	TERCILE 1	19156	4401	21.0	23.0	87	1058	28.1	5.5	116	994	22.8	5.2	94	2348	18.2	12.3	75
	TERCILE 2	19343	5312	25.3	27.5	104	899	23.9	4.6	98	1075	24.7	5.6	101	3338	25.9	17.3	106
	TERCILE 3	40764	11290	53.8	27.7	105	1802	47.9	4.4	93	2291	52.5	5.6	102	7197	55.9	17.7	109
TV-TOTAL	QUINTILE 1	15844	3979	18.9	25.1	95	871	23.2	5.5	116	877	20.1	5.5	101	2231	17.3	14.1	87
	QUINTILE 2	15767	4030	19.2	25.6	96	813	21.6	5.2	109	910	20.9	5.8	105	2307	17.9	14.6	90
	QUINTILE 3	15775	4327	20.6	27.4	104	767	20.4	4.9	103	979	22.5	6.2	113	2581	20.0	16.4	101
	QUINTILE 4	15903	4411	21.0	27.7	105	692	18.4	4.4	92	904	20.7	5.7	103	2816	21.9	17.7	109
	QUINTILE 5	15974	4255	20.3	26.6	101	616	16.4	3.9	81	691	15.8	4.3	79	2948	22.9	18.5	114
MAGAZINES-NEWSPAPERS: DUAL		21225	7336	34.9	34.6	130	1260	33.5	5.9	125	1511	34.7	7.1	129	4565	35.4	21.5	132
MAGAZINE IMPERATIVE		17728	4785	22.8	27.0	102	739	19.7	4.2	88	1009	23.1	5.7	103	3037	23.6	17.1	105
NEWSPAPER IMPERATIVE		22987	5425	25.8	23.6	89	1068	28.4	4.6	98	1182	27.1	5.1	93	3175	24.6	13.8	85
MAGAZINES-OUTDOOR: DUAL		16244	5598	26.7	34.5	130	805	21.4	5.0	104	1188	27.2	7.3	133	3605	28.0	22.2	137
MAGAZINE IMPERATIVE		24016	6837	32.6	28.5	107	1341	35.7	5.6	118	1343	30.8	5.6	102	4153	32.2	17.3	106
OUTDOOR IMPERATIVE		26020	6234	29.7	24.0	90	1145	30.5	4.4	93	1240	28.4	4.8	87	3850	29.9	14.8	91
MAGAZINES-RADIO: DUAL		16918	5353	25.5	31.6	119	765	20.4	4.5	95	1108	25.4	6.5	119	3480	27.0	20.6	127
MAGAZINE IMPERATIVE		23456	7121	33.9	30.4	115	1246	33.1	5.3	112	1515	34.7	6.5	117	4361	33.9	18.6	114
RADIO IMPERATIVE		23900	5972	28.4	25.0	94	1179	31.4	4.9	104	1201	27.5	5.0	91	3592	27.9	15.0	92
MAGAZINES-TELEVISION: DUAL		15791	4715	22.5	29.9	113	945	25.1	6.0	126	986	22.6	6.2	114	2784	21.6	17.6	108
MAGAZINE IMPERATIVE		25476	8107	38.6	31.8	120	1187	31.6	4.7	98	1679	38.5	6.6	120	5241	40.7	20.6	127
TELEVISION IMPERATIVE		25744	5459	26.0	21.2	80	1191	31.7	4.6	98	1274	29.2	4.9	90	2995	23.2	11.6	72
NEWSPAPERS-OUTDOOR: DUAL		17628	5532	26.3	31.4	118	835	22.2	4.7	100	1176	27.0	6.7	121	3522	27.3	20.0	123
NEWSPAPER IMPERATIVE		26414	7299	34.8	27.6	104	1532	40.8	5.8	122	1436	32.9	5.4	99	4332	33.6	16.4	101
OUTDOOR IMPERATIVE		23059	5972	28.4	25.9	98	1035	27.5	4.5	95	1117	25.6	4.8	88	3820	29.7	16.6	102
NEWSPAPERS-RADIO: DUAL		17996	5578	26.6	31.0	117	912	24.3	5.1	107	1108	25.4	6.2	112	3558	27.6	19.8	122
NEWSPAPER IMPERATIVE		26269	7434	35.4	28.3	107	1364	36.3	5.2	109	1593	36.5	6.1	110	4478	34.8	17.0	105
RADIO IMPERATIVE		21342	5531	26.3	25.9	98	1033	27.5	4.8	102	1222	28.0	5.7	104	3276	25.4	15.4	94
NEWSPAPERS-TELEVISION: DUAL		17359	4813	22.9	27.7	105	992	26.4	5.7	120	1079	24.7	6.2	113	2742	21.3	15.8	97
NEWSPAPER IMPERATIVE		26889	8257	39.3	30.7	116	1300	34.6	4.8	102	1569	36.0	5.8	106	5388	41.8	20.0	123
TELEVISION IMPERATIVE		21698	4926	23.5	22.7	86	1039	27.6	4.8	101	1127	25.8	5.2	94	2760	21.4	12.7	78
OUTDOOR-RADIO: DUAL		16456	4893	23.3	29.7	112	740	19.7	4.5	95	951	21.8	5.8	105	3202	24.9	19.5	120
OUTDOOR IMPERATIVE		25870	6979	33.2	27.0	102	11											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL MALES	79263	21002	100.0	26.5	100	3759	100.0	4.7	100	4360	100.0	5.5	100	12883	100.0	16.3	100
ATLANTIC MONTHLY	452	*147	0.7	32.5	123	**8	0.2	1.8	37	**11	0.3	2.4	44	**128	1.0	28.3	174
BARRON'S	1058	483	2.3	45.7	172	**77	2.0	7.3	153	**82	1.9	7.8	141	*325	2.5	30.7	189
BETTER HOMES & GARDENS	4773	1496	7.1	31.3	118	261	6.9	5.5	115	245	5.6	5.1	93	991	7.7	20.8	128
BON APPETIT	1037	509	2.4	49.1	185	**83	2.2	8.0	169	*103	2.4	9.9	181	322	2.5	31.1	191
BUSINESS WEEK	3193	1146	5.5	35.9	135	*135	3.6	4.2	89	*170	3.9	5.3	97	841	6.5	26.3	162
CAR AND DRIVER	2705	966	4.6	35.7	135	*110	2.9	4.1	86	*217	5.0	8.0	146	639	5.0	23.6	145
CBS MAGAZINE NETWORK (GROSS)	5678	2260	10.8	39.8	150	*262	7.0	4.6	97	431	9.9	7.6	138	1567	12.2	27.6	170
CHANGING TIMES	1847	665	3.2	36.0	136	*109	2.9	5.9	124	**74	1.7	4.0	73	482	3.7	26.1	161
COLONIAL HOMES	492	*184	0.9	37.4	141	**9	0.2	1.8	39	*26	0.6	5.3	96	*149	1.2	30.3	186
CONDE NAST MAG. PKG. (GROSS)	2066	854	4.1	41.3	156	**41	1.1	2.0	42	*110	2.5	5.3	97	703	5.5	34.0	209
CONSUMERS DIGEST	1719	588	2.8	34.2	129	**79	2.1	4.6	97	*114	2.6	6.6	121	394	3.1	22.9	141
COSMOPOLITAN	1762	812	3.9	46.1	174	**90	2.4	5.1	108	*118	2.7	6.7	122	605	4.7	34.3	211
COUNTRY LIVING	1110	308	1.5	27.7	105	**20	0.5	1.8	38	**56	1.3	5.0	92	*231	1.8	20.8	128
CUISINE	660	316	1.5	47.9	181	**48	1.3	7.3	153	**77	1.8	11.7	212	*192	1.5	29.1	179
CYCLE WORLD	1924	619	2.9	32.2	121	**65	1.7	3.4	71	*122	2.8	6.3	115	432	3.4	22.5	138
DCI:CREATIVE IDEAS FOR LIV	437	*168	0.8	38.4	145	**10	0.3	2.3	48	*226	0.6	5.9	108	*132	1.0	30.2	186
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	723	3.4	29.0	110	*119	3.2	4.8	101	*163	3.7	6.5	119	441	3.4	17.7	109
DISCOVER	1279	515	2.5	40.3	152	**78	2.1	6.1	129	*95	2.2	7.4	135	342	2.7	26.7	165
EBONY	2898	786	3.7	27.1	102	*154	4.1	5.3	112	*133	3.1	4.6	83	499	3.9	17.2	106
ESQUIRE	1384	575	2.7	41.5	157	**87	2.3	6.3	133	*132	3.0	9.5	173	355	2.8	25.7	158
ESSENCE	850	*316	1.5	37.2	140	**34	0.9	4.0	84	*225	0.6	2.9	53	*256	2.0	30.1	185
FAMILY CIRCLE	2430	784	3.7	32.3	122	*149	4.0	6.1	129	*112	2.6	4.6	84	523	4.1	21.5	132
THE FAMILY HANDYMAN	2356	751	3.6	31.9	120	**84	2.2	3.6	75	*80	1.8	3.4	62	587	4.6	24.9	153
FAMILY WEEKLY	11533	2750	13.1	23.8	90	480	12.8	4.2	88	615	14.1	5.3	97	1655	12.8	14.4	88
FIELD & STREAM	7444	1771	8.4	23.8	90	*191	5.1	2.6	54	276	6.3	3.7	67	1304	10.1	17.5	108
FOOD & WINE	416	*206	1.0	49.5	187	**45	1.2	10.8	228	*46	1.1	11.1	201	*115	0.9	27.6	170
FORBES	1865	759	3.6	40.7	154	*92	2.4	4.9	104	*182	4.2	9.8	177	485	3.8	26.0	160
FORTUNE	1849	868	4.1	46.9	177	*94	2.5	5.1	107	*170	3.9	9.2	167	604	4.7	32.7	201
GENTLEMEN'S QUARTERLY	2284	933	4.4	40.8	154	*158	4.2	6.9	146	*160	3.7	7.0	127	615	4.8	26.9	166
GLAMOUR	538	*248	1.2	46.1	174	**8	0.2	1.5	31	*40	0.9	7.4	135	*200	1.6	37.2	229
GOLF DIGEST	1649	654	3.1	39.7	150	*107	2.8	6.5	137	*112	2.6	6.8	123	435	3.4	26.4	162
GOLF DIGEST/TENNIS (GROSS)	2294	870	4.1	37.9	143	*117	3.1	5.1	108	*127	2.9	5.5	101	625	4.9	27.2	168
GOLF MAGAZINE	1577	597	2.8	37.9	143	*74	2.0	4.7	99	*184	4.2	11.7	212	338	2.6	21.4	132
GOLF MAGAZINE/SKI (GROSS)	2487	1069	5.1	43.0	162	*137	3.6	5.5	116	*259	5.9	10.4	189	672	5.2	27.0	166
GOOD HOUSEKEEPING	2569	706	3.4	27.5	104	**80	2.1	3.1	66	*91	2.1	3.5	64	534	4.1	20.8	128
HARPER'S BAZAAR	431	*242	1.2	56.1	212	**16	0.4	3.7	78	*29	0.7	6.7	122	*196	1.5	45.5	280
HEALTH	788	*243	1.2	30.8	116	**16	0.4	2.0	43	*48	1.1	6.1	111	*180	1.4	22.8	141
HEARST MAG CORP. BUY (GROSS)	18781	6382	30.4	34.0	128	661	17.6	3.5	74	1156	26.5	6.2	112	4565	35.4	24.3	150
HEARST MAN POWER (GROSS)	9169	2888	13.8	31.5	119	289	7.7	3.2	66	618	14.2	6.7	123	1981	15.4	21.6	133
HEARST WOMAN POWER (GROSS)	5452	1853	8.8	34.0	128	*205	5.5	3.8	79	252	5.8	4.6	84	1396	10.8	25.6	158
HOUSE BEAUTIFUL	1020	437	2.1	42.8	162	*58	1.5	5.7	120	*101	2.3	9.9	180	*277	2.2	27.2	167
INC.	993	527	2.5	53.1	200	*48	1.3	4.8	102	*86	2.0	8.7	157	393	3.1	39.6	243
JET	2808	842	4.0	30.0	113	*196	5.2	7.0	147	*146	3.3	5.2	95	500	3.9	17.8	110
LADIES' HOME JOURNAL	1868	589	2.8	31.5	119	*69	1.8	3.7	78	*109	2.5	5.8	106	411	3.2	22.0	135
LHJ FAMILY GRP COMBO(GROSS)	3582	1185	5.6	33.1	125	*105	2.8	2.9	62	*217	5.0	6.1	110	863	6.7	24.1	148
LIFE	4817	1740	8.3	36.1	136	365	9.7	7.6	160	312	7.2	6.5	118	1063	8.3	22.1	136
L.A. TIMES HOME MAGAZINE	1465	670	3.2	45.7	173	*88	2.3	6.0	127	*173	4.0	11.8	215	409	3.2	27.9	172
MADMOISELLE	460	*198	0.9	43.0	162	*8	0.2	1.7	37	*21	0.5	4.6	83	*169	1.3	36.7	226
MC CALL'S	1764	541	2.6	30.7	116	*47	1.3	2.7	56	*89	2.0	5.0	92	405	3.1	23.0	141
MC CALL'S/WRK MOTHER (GROSS)	2062	707	3.4	34.3	129	*52	1.4	2.5	53	*96	2.2	4.7	85	559	4.3	27.1	167
MECHANIX ILLUSTRATED	3625	1082	5.2	29.8	113	*148	3.9	4.1	86	*150	3.4	4.1	75	784	6.1	21.6	133
METROPOLITAN HOME	495	*285	1.4	57.6	217	*32	0.9	6.5	136	*92	2.1	18.6	338	*161	1.2	32.5	200
MONEY	3017	1252	6.0	41.5	157	*165	4.4	5.5	115	224	5.1	7.4	135	863	6.7	28.6	176
MOTHER EARTH NEWS	1203	387	1.8	32.2	121	*29	0.8	2.4	51	*122	2.8	10.1	184	*236	1.8	19.6	121
MS.	*257	*113	0.5	44.0	166	*5	0.1	1.9	41	*7	0.2	2.7	50	*100	0.8	38.9	239
NATIONAL ENQUIRER	6921	2093	10.0	30.2	114	*225	6.0	3.3	69	565	13.0	8.2	148	1304	10.1	18.8	116
NATIONAL GEOGRAPHIC	11626	3770	18.0	32.4	122	678	18.0	5.8	123	745	17.1	6.4	116	2347	18.2	20.2	124
NATIONAL SUNDAY MAGAZINE PKG	49424	14522	69.1	29.4	111	2593	69.0	5.2	111	2951	67.7	6.0	109	8978	69.7	18.2	112
NATURAL HISTORY	753	*332	1.6	44.1	166	*29	0.8	3.9	81	*42	1.0	5.6	101	*262	2.0	34.8	214
NEW WOMAN	*296	*126	0.6	42.6	161	*0	0.0	0.0	0	*2	0.0	0.7	12	*124	1.0	41.9	258
NEW YORK INCLUDING CUE	541	212	1.0	39.2	148	*21	0.6	3.9	82	*36	0.8	6.7	121	*156	1.2	28.8	177
THE NEW YORKER	1078	422	2.0	39.1	148	*61	1.6	5.7	119	*58	1.3	5.4	98	303	2.4	28.1	173
NEWSWEEK	9602	3351	16.0	34.9	132	650	17.3	6.8	143	768	17.6	8.0	145	1933	15.0	20.1	124
THE N.Y. TIMES DAILY EDITION	1376	506	2.4	36.8	139	*104	2.8	7.6	159	*78	1.8	5.7	103	323	2.5	23.5	144
THE N.Y. TIMES MAGAZINE	2110	850	4.0	40.3	152	175	4.7	8.3	175	171	3.9	8.1	147	504	3.9	23.9	147
OMNI	1927	789	3.8	40.9	155	*154	4.1	8.0	169	*107	2.5	5.6	101	528	4.1	27.4	169
ON CABLE	911	352	1.7	38.6	146	*30	0.8	3.3	69	*43	1.0	4.7	86	*279	2.2	30.6	188
1001 HOME IDEAS	927	353	1.7	38.1	144	*20	0.5	2.2	45	*60	1.4	6.5	118	*273	2.1	29.4	181
ORGANIC GARDENING	1430	360	1.7	25.2	95	*18	0.5	1.3	27	*46	1.1	3.2	58	296	2.3	20.7	127
OUTDOOR LIFE	4064	1114	5.3	27.4	103	*105	2.8	2.6	54	*175	4.0	4.3	78	834	6.5	20.5	126
PARADE MAGAZINE	24538	7666	36.5	31.2	118	1486	39.5	6.1	128	1450	33.3	5.9	107	4729	36.7	19.3	119

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	21002	100.0	26.5	100	3759	100.0	4.7	100	4360	100.0	5.5	100	12883	100.0	16.3	100
PARENTS	1126	430	2.0	38.2	144	**35	0.9	3.1	66	**125	2.9	11.1	202	*270	2.1	24.0	148
PENTHOUSE	4157	1663	7.9	40.0	151	295	7.8	7.1	150	276	6.3	6.6	121	1092	8.5	26.3	162
PEOPLE	7591	2702	12.9	35.6	134	405	10.8	5.3	113	610	14.0	8.0	146	1687	13.1	22.2	137
PLAYBOY	8379	3312	15.8	39.5	149	532	14.2	6.3	134	638	14.6	7.6	138	2142	16.6	25.6	157
POPULAR HOT RODDING	2110	814	3.9	38.6	146	**86	2.3	4.1	86	**162	3.7	7.7	140	566	4.4	26.8	165
POPULAR MECHANICS	4850	1550	7.4	32.0	121	*201	5.3	4.1	87	336	7.7	6.9	126	1014	7.9	20.9	129
POPULAR SCIENCE	3397	1204	5.7	35.4	134	*223	5.9	6.6	138	*186	4.3	5.5	100	796	6.2	23.4	144
PREVENTION	1720	478	2.3	27.8	105	**58	1.5	3.4	71	**122	2.8	7.1	129	298	2.3	17.3	107
PSYCHOLOGY TODAY	1344	544	2.6	40.5	153	**110	2.9	8.2	173	**104	2.4	7.7	141	330	2.6	24.6	151
READER'S DIGEST	16016	4172	19.9	26.0	98	595	15.8	3.7	78	981	22.5	6.1	111	2596	20.2	16.2	100
REDBOOK	1121	335	1.6	29.9	113	**35	0.9	3.1	66	**43	1.0	3.8	70	*257	2.0	22.9	141
ROAD & TRACK	2161	945	4.5	43.7	165	*154	4.1	7.1	150	*240	5.5	11.1	202	551	4.3	25.5	157
ROLLING STONE	1948	889	4.2	45.6	172	**185	4.9	9.5	200	*222	5.1	11.4	207	482	3.7	24.7	152
RUNNER'S WORLD	899	*360	1.7	40.0	151	**30	0.8	3.3	70	**77	1.8	8.6	156	*253	2.0	28.1	173
SATURDAY EVENING POST	841	255	1.2	30.3	114	**15	0.4	1.8	38	*211	0.5	2.5	45	*219	1.7	26.0	160
SCIENCE 84	841	332	1.6	39.5	149	**34	0.9	4.0	85	**101	2.3	12.0	218	*197	1.5	23.4	144
SCIENCE DIGEST	1194	399	1.9	33.4	126	**18	0.5	1.5	32	**82	1.9	6.9	125	*298	2.3	25.0	154
SCIENTIFIC AMERICAN	1379	551	2.6	40.0	151	**83	2.2	6.0	127	*145	3.3	10.5	191	323	2.5	23.4	144
SELF	436	*198	0.9	45.4	171	**22	0.6	5.0	106	**34	0.8	7.8	142	*142	1.1	32.6	200
SEVENTEEN	614	**201	1.0	32.7	124	**28	0.7	4.6	96	**39	0.9	6.4	115	*134	1.0	21.8	134
SKI	910	472	2.2	51.9	196	**63	1.7	6.9	146	**75	1.7	8.2	150	334	2.6	36.7	226
SMITHSONIAN	2937	1184	5.6	40.3	152	175	4.7	6.0	126	217	5.0	7.4	134	792	6.1	27.0	166
SOAP OPERA DIGEST	545	*201	1.0	36.9	139	**11	0.3	2.0	43	**35	0.8	6.4	117	*155	1.2	28.4	175
SOUTHERN LIVING	2054	556	2.6	27.1	102	**109	2.9	5.3	112	*138	3.2	6.7	122	309	2.4	15.0	93
SPORT	2799	954	4.5	34.1	129	*121	3.2	4.3	91	*213	4.9	7.6	138	620	4.8	22.2	136
THE SPORTING NEWS	1938	762	3.6	39.3	148	**115	3.1	5.9	125	*179	4.1	9.2	168	468	3.6	24.1	149
SPORTS AFIELD	3125	939	4.5	30.0	113	**70	1.9	2.2	47	*200	4.6	6.4	116	669	5.2	21.4	132
SPORTS ILLUSTRATED	11159	3626	17.3	32.5	123	687	18.3	6.2	130	724	16.6	6.5	118	2215	17.2	19.8	122
STAR	4095	1124	5.4	27.4	104	*178	4.7	4.3	92	306	7.0	7.5	136	640	5.0	15.6	96
SUNDAY	25169	7726	36.8	30.7	116	1562	41.6	6.2	131	1489	34.2	5.9	108	4674	36.3	18.6	114
SUNSET	1294	609	2.9	47.1	178	**142	3.8	11.0	231	**87	2.0	6.7	122	*380	2.9	29.4	181
TV GUIDE	18508	5283	25.2	28.5	108	839	22.3	4.5	96	1173	26.9	6.3	115	3270	25.4	17.7	109
TENNIS	645	*216	1.0	33.5	126	**10	0.3	1.6	33	*15	0.3	2.3	42	*190	1.5	29.5	181
TIME	12124	4204	20.0	34.7	131	752	20.0	6.2	131	931	21.4	7.7	140	2521	19.6	20.8	128
TOWN & COUNTRY	493	*233	1.1	47.3	178	**33	0.9	6.7	141	*35	0.8	7.1	129	*165	1.3	33.5	206
TRAVEL & LEISURE	1122	440	2.1	39.2	148	**70	1.9	6.2	132	**54	1.2	4.8	87	315	2.4	28.1	173
TRUE STORY	690	*282	1.3	40.9	154	**17	0.5	2.5	52	*13	0.3	1.9	34	*252	2.0	36.5	225
U.S. NEWS & WORLD REPORT	6571	1869	8.9	28.4	107	292	7.8	4.4	94	433	9.9	6.6	120	1143	8.9	17.4	107
USA TODAY	3120	1044	5.0	33.5	126	*157	4.2	5.0	106	206	4.7	6.6	120	682	5.3	21.9	134
US	1315	449	2.1	34.1	129	*116	0.4	1.2	26	*51	1.2	3.9	71	382	3.0	29.0	179
VOGUE	632	*210	1.0	33.2	125	**3	0.1	0.5	10	*14	0.3	2.2	40	*193	1.5	30.5	188
WALL STREET JOURNAL	4247	1605	7.6	37.8	143	298	7.9	7.0	148	268	6.1	6.3	115	1038	8.1	24.4	150
WEIGHT WATCHERS	398	*120	0.6	30.2	114	**3	0.1	0.8	16	*17	0.4	4.3	78	*100	0.8	25.1	155
WOMAN'S DAY	1139	359	1.7	31.5	119	*27	0.7	2.4	50	*45	1.0	4.0	72	*287	2.2	25.2	155
WORKING MOTHER	*298	*166	0.8	55.7	210	*5	0.1	1.7	35	*7	0.2	2.3	43	*154	1.2	51.7	318
WORKING WOMAN	327	*128	0.6	39.1	148	*3	0.1	0.9	19	*16	0.4	4.9	89	*109	0.8	33.3	205
WORLD TENNIS	397	*169	0.8	42.6	161	*4	0.1	1.0	21	*17	0.4	4.3	78	*147	1.1	37.0	228
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3797	18.1	39.4	149	419	11.1	4.3	92	737	16.9	7.6	139	2642	20.5	27.4	169
BLAIR INSERTS	43762	13487	64.2	30.8	116	2376	63.2	5.4	114	2770	63.5	6.3	115	8341	64.7	19.1	117
DAILY NEWSPAPERS																	
READ ANY	52459	14707	70.0	28.0	106	2604	69.3	5.0	105	3119	71.5	5.9	108	8985	69.7	17.1	105
READ ONE	41891	11374	54.2	27.2	102	1992	53.0	4.8	100	2421	55.5	5.8	105	6961	54.0	16.6	102
READ TWO OR MORE	10568	3334	15.9	31.5	119	612	16.3	5.8	122	698	16.0	6.6	120	2024	15.7	19.2	118
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	15217	72.5	29.3	111	2658	70.7	5.1	108	3041	69.7	5.9	106	9518	73.9	18.3	113
READ ONE	44561	12739	60.7	28.6	108	2228	59.3	5.0	105	2524	57.9	5.7	103	7987	62.0	17.9	110
READ TWO OR MORE	7368	2477	11.8	33.6	127	430	11.4	5.8	123	517	11.9	7.0	128	1531	11.9	20.8	128
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.56				28.91				32.73				33.55			
30 DAY REACH	71522	19285	91.8	27.0	102	3378	89.9	4.7	100	3965	90.9	5.5	101	11943	92.7	16.7	103
50 SHWG - 30 DAY AV FREQ	15.55	17.08				15.31				17.70				17.37			
30 DAY REACH	68168	18411	87.7	27.0	102	3182	84.7	4.7	98	3684	84.5	5.4	98	11545	89.6	16.9	104
25 SHWG - 30 DAY AV FREQ	8.43	9.21				8.58				9.52				9.28			
30 DAY REACH	62898	17098	81.4	27.2	103	2860	76.1	4.5	96	3435	78.8	5.5	99	10803	83.9	17.2	106
CABLE TV: HOME WIRED	31664	8819	42.0	27.9	105	1643	43.7	5.2	109	1711	39.2	5.4	98	5465	42.4	17.3	106
HOME NOT WIRED	47599	12183	58.0	25.6	97	2117	56.3	4.4	94	2649	60.8	5.6	101	7418	57.6	15.6	96
HAVE PAY CABLE	17139	5327	25.4	31.1	117	901	24.0	5.3	111	963	22.1	5.6	102	3464	26.9	20.2	124

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	22646	100.0	25.6	100	3345	100.0	3.8	100	3597	100.0	4.1	100	15703	100.0	17.8	100
FEMALE HOMEMAkers	80986	20033	88.5	24.7	97	2837	84.8	3.5	93	3341	92.9	4.1	101	13854	88.2	17.1	96
EMPLOYED MOTHERS	18702	6021	26.6	32.2	126	988	29.5	5.3	140	746	20.7	4.0	98	4287	27.3	22.9	129
18 - 24	14726	4950	21.9	33.6	131	868	25.9	5.9	156	*542	15.1	3.7	91	3540	22.5	24.0	135
25 - 34	20202	6148	27.1	30.4	119	700	20.9	3.5	92	794	22.1	3.9	97	4654	29.6	23.0	130
35 - 44	14781	4213	18.6	28.5	111	676	20.2	4.6	121	736	20.5	5.0	122	2802	17.8	19.0	107
45 - 54	11449	2793	12.3	24.4	95	446	13.3	3.9	103	*457	12.7	4.0	98	1890	12.0	16.5	93
55 - 64	11846	2691	11.9	22.7	89	*363	10.9	3.1	81	*610	17.0	5.1	127	1719	10.9	14.5	82
65 OR OLDER	15459	1850	8.2	12.0	47	*293	8.8	1.9	50	458	12.7	3.0	73	1099	7.0	7.1	40
18 - 34	34928	11099	49.0	31.8	124	1568	46.9	4.5	119	1337	37.2	3.8	94	8194	52.2	23.5	132
18 - 49	55154	16840	74.4	30.5	119	2444	73.1	4.4	117	2258	62.8	4.1	101	12138	77.3	22.0	124
25 - 54	46433	13155	58.1	28.3	111	1821	54.4	3.9	104	1987	55.2	4.3	105	9346	59.5	20.1	113
35 - 49	20226	5742	25.4	28.4	111	876	26.2	4.3	115	922	25.6	4.6	112	3944	25.1	19.5	110
50 OR OLDER	33310	5806	25.6	17.4	68	902	27.0	2.7	72	1339	37.2	4.0	99	3565	22.7	10.7	60
GRADUATED COLLEGE	12110	4133	18.3	34.1	133	665	19.9	5.5	145	679	18.9	5.6	138	2789	17.8	23.0	130
ATTENDED COLLEGE	15309	5005	22.1	32.7	128	527	15.8	3.4	91	782	21.7	5.1	126	3697	23.5	24.1	136
GRADUATED HIGH SCHOOL	36912	10088	44.5	27.3	107	1510	45.1	4.1	108	1383	38.4	3.7	92	7196	45.8	19.5	110
DID NOT GRADUATE HIGH SCHOOL	24134	3419	15.1	14.2	55	644	19.3	2.7	71	754	21.0	3.1	77	2021	12.9	8.4	47
EMPLOYED FULL-TIME	35457	11558	51.0	32.6	127	1877	56.1	5.3	140	1884	52.4	5.3	131	7797	49.7	22.0	124
EMPLOYED PART-TIME	8514	2596	11.5	30.5	119	*333	10.0	3.9	103	*476	13.2	5.6	137	1786	11.4	21.0	118
NOT EMPLOYED	44494	8492	37.5	19.1	75	1135	33.9	2.6	67	1237	34.4	2.8	68	6121	39.0	13.8	78
PROFESSIONAL/MANAGER	10811	3795	16.8	35.1	137	*598	17.9	5.5	146	*551	15.3	5.1	125	2647	16.9	24.5	138
TECH/CLERICAL/SALES	19640	6745	29.8	34.3	134	983	29.4	5.0	132	977	27.2	5.0	122	4784	30.5	24.4	137
PRECISION/CRAFT	1023	*295	1.3	28.8	113	*67	2.0	6.5	173	*76	2.1	7.4	183	**152	1.0	14.9	84
OTHER EMPLOYED	12498	3319	14.7	26.6	104	563	16.8	4.5	119	757	21.0	6.1	149	1999	12.7	16.0	90
SINGLE	15995	5468	24.1	34.2	134	1119	33.5	7.0	185	844	23.5	5.3	130	3505	22.3	21.9	123
MARRIED	51689	12819	56.6	24.8	97	1453	43.4	2.8	74	2063	57.4	4.0	98	9304	59.2	18.0	101
DIVORCED/SEPARATED/WIDOWED	20780	4359	19.2	21.0	82	774	23.1	3.7	99	691	19.2	3.3	82	2894	18.4	13.9	78
PARENTS	33922	9381	41.4	27.7	108	1328	39.7	3.9	104	1152	32.0	3.4	84	6901	43.9	20.3	115
WHITE	76422	20694	91.4	27.1	106	2930	87.6	3.8	101	3205	89.1	4.2	103	14559	92.7	19.1	107
BLACK	10066	1578	7.0	15.7	61	*362	10.8	3.6	95	*317	8.8	3.1	77	900	5.7	8.9	50
OTHER	1976	**373	1.6	18.9	74	**54	1.6	2.7	72	**75	2.1	3.8	93	**245	1.6	12.4	70
NORTHEAST-CENSUS	19803	6006	26.5	30.3	118	1045	31.2	5.3	140	957	26.6	4.8	119	4004	25.5	20.2	114
NORTH CENTRAL	22181	6303	27.8	28.4	111	869	26.0	3.9	104	1095	30.4	4.9	121	4339	27.6	19.6	110
SOUTH	30082	5082	22.4	16.9	66	723	21.6	2.4	64	890	24.7	3.0	73	3469	22.1	11.5	65
WEST	16398	5256	23.2	32.1	125	708	21.2	4.3	114	656	18.2	4.0	98	3892	24.8	23.7	134
NORTHEAST-MKTG.	20163	6119	27.0	30.3	119	1137	34.0	5.6	149	927	25.8	4.6	113	4056	25.8	20.1	113
EAST CENTRAL	13054	3191	14.1	24.4	95	468	14.0	3.6	95	449	12.5	3.4	85	2273	14.5	17.4	98
WEST CENTRAL	14993	4403	19.4	29.4	115	592	17.7	3.9	104	816	22.7	5.4	134	2994	19.1	20.0	112
SOUTH	25785	4204	18.6	16.3	64	518	15.5	2.0	53	826	23.0	3.2	79	2859	18.2	11.1	62
PACIFIC	14470	4730	20.9	32.7	128	*630	18.8	4.4	115	578	16.1	4.0	98	3522	22.4	24.3	137
COUNTY SIZE A	36705	10527	46.5	28.7	112	1861	55.6	5.1	134	1706	47.4	4.6	114	6960	44.3	19.0	107
COUNTY SIZE B	26819	6850	30.2	25.5	100	822	24.6	3.1	81	1071	29.8	4.0	98	4957	31.6	18.5	104
COUNTY SIZE C	13597	3377	14.9	24.8	97	*398	11.9	2.9	77	*570	15.8	4.2	103	2409	15.3	17.7	100
COUNTY SIZE D	11344	1892	8.4	16.7	65	*264	7.9	2.3	62	*251	7.0	2.2	54	1377	8.8	12.1	68
METRO CENTRAL CITY	26825	6627	29.3	24.7	97	1356	40.5	5.1	134	1037	28.8	3.9	95	4234	27.0	15.8	89
METRO SUBURBAN	39912	11347	50.1	28.4	111	1382	41.3	3.5	92	1894	52.7	4.7	117	8071	51.4	20.2	114
NON METRO	21728	4671	20.6	21.5	84	607	18.1	2.8	74	666	18.5	3.1	75	3398	21.6	15.6	88
TOP 5 ADI'S	20847	6402	28.3	30.7	120	1174	35.1	5.6	149	916	25.5	4.4	108	4311	27.5	20.7	116
TOP 10 ADI'S	28719	8229	36.3	28.7	112	1636	48.9	5.7	151	1249	34.7	4.3	107	5344	34.0	18.6	105
TOP 20 ADI'S	40904	11573	51.1	28.3	111	2091	62.5	5.1	135	1920	53.4	4.7	115	7562	48.2	18.5	104
HSHLD INC. \$50,000 OR MORE	7931	3164	14.0	39.9	156	*614	18.4	7.7	205	*325	9.0	4.1	101	2225	14.2	28.1	158
\$40,000 OR MORE	15233	5789	25.6	38.0	148	1092	32.6	7.2	190	780	21.7	5.1	126	3917	24.9	25.7	145
\$30,000 OR MORE	28333	9826	43.4	34.7	135	1477	44.2	5.2	138	1430	39.8	5.0	124	6920	44.1	24.4	138
\$25,000 OR MORE	36417	12352	54.5	33.9	132	1751	52.3	4.8	127	1901	52.8	5.2	128	8700	55.4	23.9	135
\$20,000 - \$24,999	9943	2570	11.3	25.8	101	*367	11.0	3.7	98	*340	9.5	3.4	84	1863	11.9	18.7	106
\$15,000 - \$19,999	9211	2358	10.4	25.6	100	*337	10.1	3.7	97	*427	11.9	4.6	114	1595	10.2	17.3	98
\$10,000 - \$14,999	13477	2816	12.4	20.9	82	*338	10.1	2.5	66	*409	11.4	3.0	75	2070	13.2	15.4	87
UNDER \$10,000	19418	2549	11.3	13.1	51	553	16.5	2.8	75	521	14.5	2.7	66	1476	9.4	7.6	43
HOUSEHOLD OF 1 PERSON	11987	2553	11.3	21.3	83	598	17.9	5.0	132	487	13.5	4.1	100	1469	9.4	12.3	69
2 PEOPLE	27046	6309	27.9	23.3	91	676	20.2	2.5	66	1177	32.7	4.4	107	4455	28.4	16.5	93
3 OR 4 PEOPLE	34251	9670	42.7	28.2	110	1493	44.6	4.4	115	1367	38.0	4.0	98	6810	43.4	19.9	112
5 OR MORE PEOPLE	15180	4114	18.2	27.1	106	*579	17.3	3.8	101	*566	15.7	3.7	92	2970	18.9	19.6	110
NO CHILD IN HSHLD	49819	12055	53.2	24.2	95	1878	56.1	3.8	100	2289	63.6	4.6	113	7888	50.2	15.8	89
CHILD(REN) UNDER 2 YRS	6045	1492	6.6	24.7	96	**139	4.2	2.3	61	**107	3.0	1.8	44	1247	7.9	20.6	116
2 - 5 YEARS	15233	4019	17.7	26.4	103	*477	14.3	3.1	83	*438	12.2	2.9	71	3104	19.8	20.4	115
6 - 11 YEARS	16260	4136	18.3	25.4	99	*557	16.7	3.4	91	*453	12.6	2.8	69	3127	19.9	19.2	108
12 - 17 YEARS	19173	5321	23.5	27.8	108	805	24.1	4.2	111	905	25.2	4.7	116	3611	23.0	18.8	106
RESIDENCE OWNED	61371	15644	69.1	25.5	100	2157	64.5	3.5	93	2390	66.4	3.9	96	11097	70.7	18.1	102
VALUE: \$50,000 OR MORE	35355	11072	48.9	31.3	122	1650	49.3	4.7	123	1654	46.0	4.7	115	7768	49.5	22.0	124
VALUE: UNDER \$50,000	26016	4572	20.2	17.6	69	*507	15.2	1.9	52	736	20.5	2.8	70	3329	21.2	12.8	72

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES		88464	22646	100.0	25.6	100	3345	100.0	3.8	100	3597	100.0	4.1	100	15703	100.0	17.8	100
MAGAZINES	QUINTILE 1	17988	5887	26.0	32.7	128	782	23.4	4.3	115	821	22.8	4.6	112	4284	27.3	23.8	134
	QUINTILE 2	19446	6280	27.7	32.3	126	849	25.4	4.4	115	1037	28.8	5.3	131	4394	28.0	22.6	127
	QUINTILE 3	14626	3817	16.9	26.1	102	*449	13.4	3.1	81	661	18.4	4.5	111	2707	17.2	18.5	104
	QUINTILE 4	16014	3512	15.5	21.9	86	626	18.7	3.9	103	612	17.0	3.8	94	2274	14.5	14.2	80
	QUINTILE 5	20389	3150	13.9	15.4	60	640	19.1	3.1	83	*465	12.9	2.3	56	2045	13.0	10.0	57
NEWSPAPERS	QUINTILE 1	13830	4539	20.0	32.8	128	768	23.0	5.6	147	744	20.7	5.4	132	3027	19.3	21.9	123
	QUINTILE 2	26350	7214	31.9	27.4	107	1191	35.6	4.5	120	923	25.7	3.5	86	5100	32.5	19.4	109
	QUINTILE 3	12415	3594	15.9	28.9	113	*530	15.8	4.3	113	698	19.4	5.6	138	2366	15.1	19.1	107
	QUINTILE 4	21911	5126	22.6	23.4	91	585	17.5	2.7	71	975	27.1	4.4	109	3566	22.7	16.3	92
	QUINTILE 5	13960	2174	9.6	15.6	61	*271	8.1	1.9	51	*257	7.1	1.8	45	1646	10.5	11.8	66
OUTDOOR	QUINTILE 1	16810	5623	24.8	33.5	131	831	24.8	4.9	131	947	26.3	5.6	139	3846	24.5	22.9	129
	QUINTILE 2	17101	4564	20.2	26.7	104	666	19.9	3.9	103	671	18.7	3.9	96	3227	20.6	18.9	106
	QUINTILE 3	17579	4464	19.7	25.4	99	616	18.4	3.5	93	633	17.6	3.6	89	3215	20.5	18.3	103
	QUINTILE 4	18343	4261	18.8	23.2	91	681	20.4	3.7	98	656	18.2	3.6	88	2925	18.6	15.9	90
	QUINTILE 5	18631	3734	16.5	20.0	78	552	16.5	3.0	78	691	19.2	3.7	91	2491	15.9	13.4	75
RADIO-DRIVE TIME	QUINTILE 1	17390	4654	20.6	26.8	105	550	16.4	3.2	84	667	18.5	3.8	94	3437	21.9	19.8	111
	QUINTILE 2	16591	4451	19.7	26.8	105	711	21.3	4.3	113	812	22.6	4.9	120	2928	18.6	17.6	99
	QUINTILE 3	16910	5096	22.5	30.1	118	868	25.9	5.1	136	788	21.9	4.7	115	3440	21.9	20.3	115
	QUINTILE 4	18002	4566	20.2	25.4	99	602	18.0	3.3	88	781	21.7	4.3	107	3183	20.3	17.7	100
	QUINTILE 5	19572	3880	17.1	19.8	77	615	18.4	3.1	83	550	15.3	2.8	69	2715	17.3	13.9	78
RADIO-MID- DAY	TERCILE 1	23248	6166	27.2	26.5	104	806	24.1	3.5	92	842	23.4	3.6	89	4518	28.8	19.4	109
	TERCILE 2	23667	6433	28.4	27.2	106	838	25.1	3.5	94	1089	30.3	4.6	113	4506	28.7	19.0	107
	TERCILE 3	41549	10048	44.4	24.2	94	1702	50.9	4.1	108	1666	46.3	4.0	99	6680	42.5	16.1	91
RADIO-TOTAL	QUINTILE 1	17786	4732	20.9	26.6	104	571	17.1	3.2	85	618	17.2	3.5	85	3543	22.6	19.9	112
	QUINTILE 2	17316	4509	19.9	26.0	102	722	21.6	4.2	110	783	21.8	4.5	111	3004	19.1	17.3	98
	QUINTILE 3	18428	5453	24.1	29.6	116	925	27.7	5.0	133	906	25.2	4.9	121	3622	23.1	19.7	111
	QUINTILE 4	17669	4910	21.7	27.8	109	648	19.4	3.7	97	865	24.0	4.9	120	3397	21.6	19.2	108
	QUINTILE 5	17265	3042	13.4	17.6	69	479	14.3	2.8	73	*426	11.8	2.5	61	2136	13.6	12.4	70
TV-PRIME TIME	QUINTILE 1	17416	3959	17.5	22.7	89	627	18.7	3.6	95	790	22.0	4.5	112	2542	16.2	14.6	82
	QUINTILE 2	17413	4837	21.4	27.8	109	776	23.2	4.5	118	799	22.2	4.6	113	3262	20.8	18.7	106
	QUINTILE 3	17943	4761	21.0	26.5	104	598	17.9	3.3	88	684	19.0	3.8	94	3480	22.2	19.4	109
	QUINTILE 4	18442	4843	21.4	26.3	103	839	25.1	4.5	120	605	16.8	3.3	81	3399	21.6	18.4	104
	QUINTILE 5	17250	4246	18.7	24.6	96	506	15.1	2.9	78	719	20.0	4.2	103	3021	19.2	17.5	99
TV-DAYTIME	TERCILE 1	29966	6280	27.7	21.0	82	880	26.3	2.9	78	904	25.1	3.0	74	4496	28.6	15.0	85
	TERCILE 2	29480	7948	35.1	27.0	105	1206	36.1	4.1	108	1351	37.6	4.6	113	5391	34.3	18.3	103
	TERCILE 3	29018	8418	37.2	29.0	113	1260	37.7	4.3	115	1342	37.3	4.6	114	5817	37.0	20.0	113
TV-TOTAL	QUINTILE 1	17740	3401	15.0	19.2	75	471	14.1	2.7	70	580	16.1	3.3	80	2350	15.0	13.2	75
	QUINTILE 2	17674	4304	19.0	24.4	95	784	23.4	4.4	117	717	19.9	4.1	100	2803	17.9	15.9	89
	QUINTILE 3	17730	5298	23.4	29.9	117	759	22.7	4.3	113	863	24.0	4.9	120	3675	23.4	20.7	117
	QUINTILE 4	17563	4930	21.8	28.1	110	786	23.5	4.5	118	672	18.7	3.8	94	3473	22.1	19.8	111
	QUINTILE 5	17757	4713	20.8	26.5	104	545	16.3	3.1	81	765	21.3	4.3	106	3402	21.7	19.2	108
MAGAZINES-NEWSPAPERS: DUAL		23278	7849	34.7	33.7	132	1215	36.3	5.2	138	1144	31.8	4.9	121	5489	35.0	23.6	133
MAGAZINE IMPERATIVE		21634	6173	27.3	28.5	111	574	17.2	2.7	70	1038	28.9	4.8	118	4562	29.1	21.1	119
NEWSPAPER IMPERATIVE		23455	5637	24.9	24.0	94	1078	32.2	4.6	122	827	23.0	3.5	87	3732	23.8	15.9	90
MAGAZINES-OUTDOOR: DUAL		17482	6066	26.8	34.7	136	911	27.2	5.2	138	836	23.2	4.8	118	4319	27.5	24.7	139
MAGAZINE IMPERATIVE		28830	8064	35.6	28.0	109	905	27.1	3.1	83	1315	36.6	4.6	112	5844	37.2	20.3	114
OUTDOOR IMPERATIVE		26119	5912	26.1	22.6	88	854	25.5	3.3	86	1019	28.3	3.9	96	4039	25.7	15.5	87
MAGAZINES-RADIO: DUAL		20162	6257	27.6	31.0	121	811	24.2	4.0	106	990	27.5	4.9	121	4455	28.4	22.1	124
MAGAZINE IMPERATIVE		26292	8248	36.4	31.4	123	1060	31.7	4.0	107	1334	37.1	5.1	125	5854	37.3	22.3	125
RADIO IMPERATIVE		25308	5657	25.0	22.4	87	1013	30.3	4.0	106	866	24.1	3.4	84	3779	24.1	14.9	84
MAGAZINES-TELEVISION: DUAL		17312	4897	21.6	28.3	110	677	20.2	3.9	103	869	24.2	5.0	123	3351	21.3	19.4	109
MAGAZINE IMPERATIVE		29099	9759	43.1	33.5	131	1320	39.5	4.5	120	1379	38.3	4.7	117	7060	45.0	24.3	137
TELEVISION IMPERATIVE		27505	5111	22.6	18.6	73	865	25.9	3.1	83	840	23.4	3.1	75	3405	21.7	12.4	70
NEWSPAPERS-OUTDOOR: DUAL		18628	6200	27.4	33.3	130	1146	34.3	6.2	163	940	26.1	5.0	124	4114	26.2	22.1	124
NEWSPAPER IMPERATIVE		29178	7610	33.6	26.1	102	1154	34.5	4.0	105	1255	34.9	4.3	106	5201	33.1	17.8	100
OUTDOOR IMPERATIVE		25260	6298	27.8	24.9	97	693	20.7	2.7	73	1083	30.1	4.3	105	4523	28.8	17.9	101
NEWSPAPERS-RADIO: DUAL		19246	5644	24.9	29.3	115	1039	31.1	5.4	143	894	24.9	4.6	114	3711	23.6	19.3	109
NEWSPAPER IMPERATIVE		28155	8259	36.5	29.3	115	1330	39.8	4.7	125	1278	35.5	4.5	112	5651	36.0	20.1	113
RADIO IMPERATIVE		25308	6138	27.1	24.3	95	678	20.3	2.7	71	1031	28.7	4.1	100	4430	28.2	17.5	99
NEWSPAPERS-TELEVISION: DUAL		18615	4772	21.1	25.6	100	817	24.4	4.4	116	835	23.2	4.5	110	3120	19.9	16.8	94
NEWSPAPER IMPERATIVE		29207	9363	41.3	32.1	125	1471	44.0	5.0	133	1277	35.5	4.4	108	6615	42.1	22.6	128
TELEVISION IMPERATIVE		25472	5247	23.2	20.6	80	714	21.3	2.8	74	917	25.5	3.6	89	3616	23.0	14.2	80
OUTDOOR-RADIO: DUAL		17292	5267	23.3	30.5	119	769	23.0	4.4	118	737	20.5	4.3	105	3760	23.9	21.7	122
OUTDOOR IMPERATIVE		26915	7553	33.4	28.1	110	1143	34.2	4.2	1								

VODKA: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	22646	100.0	25.6	100	3345	100.0	3.8	100	3597	100.0	4.1	100	15703	100.0	17.8	100
ATLANTIC MONTHLY	415	**85	0.4	20.5	80	**6	0.2	1.4	38	**9	0.3	2.2	53	**71	0.5	17.1	96
BARRON'S	522	*236	1.0	45.2	177	**80	2.4	15.3	405	**32	0.9	6.1	151	**124	0.8	23.8	134
BETTER HOMES & GARDENS	17429	4873	21.5	28.0	109	679	20.3	3.9	103	670	18.6	3.8	95	3524	22.4	20.2	114
BON APPETIT	2772	987	4.4	35.6	139	**86	2.6	3.1	82	*107	3.0	3.9	95	793	5.0	28.6	161
BUSINESS WEEK	1469	476	2.1	32.4	127	**55	1.6	3.7	99	**37	1.0	2.5	62	385	2.5	26.2	148
CAR AND DRIVER	397	*153	0.7	38.5	151	**11	0.3	2.8	73	**12	0.3	3.0	74	**130	0.8	32.7	184
CBS MAGAZINE NETWORK (GROSS)	1633	519	2.3	31.8	124	**38	1.1	2.3	62	**82	2.3	5.0	123	398	2.5	24.4	137
CHANGING TIMES	1554	455	2.0	29.3	114	**52	1.6	3.3	88	**38	1.1	2.4	60	365	2.3	23.5	132
COLONIAL HOMES	1304	384	1.7	29.4	115	**43	1.3	3.3	87	**29	0.8	2.2	55	312	2.0	23.9	135
CONDE NAST MAG. PKG. (GROSS)	17858	6367	28.1	35.7	139	864	25.8	4.8	128	866	24.1	4.8	119	4636	29.5	26.0	146
CONSUMERS DIGEST	1406	357	1.6	25.4	99	**55	1.6	3.9	103	**26	0.7	1.8	45	*277	1.8	19.7	111
COSMOPOLITAN	8815	3052	13.5	34.6	135	374	11.2	4.2	112	417	11.6	4.7	116	2261	14.4	25.6	144
COUNTRY LIVING	2636	764	3.4	29.0	113	**78	2.3	3.0	78	**116	3.2	4.4	108	570	3.6	21.6	122
CUISINE	1554	655	2.9	42.1	165	**112	3.3	7.2	191	**98	2.7	6.3	155	445	2.8	28.6	161
CYCLE WORLD	469	**153	0.7	32.6	127	**7	0.2	1.5	39	**25	0.7	5.3	131	**122	0.8	26.0	147
DCI:CREATIVE IDEAS FOR LIV	2631	654	2.9	24.9	97	**38	1.1	1.4	38	**129	3.6	4.9	121	487	3.1	18.5	104
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1782	7.9	25.2	99	**104	3.1	1.5	39	344	9.6	4.9	120	1333	8.5	18.9	106
DISCOVER	998	229	1.0	22.9	90	**22	0.7	2.2	58	**25	0.7	2.5	62	*183	1.2	18.3	103
EBONY	4289	822	3.6	19.2	75	*251	7.5	5.9	155	*184	5.1	4.3	106	386	2.5	9.0	51
ESQUIRE	1176	261	1.2	22.2	87	**60	1.8	5.1	135	**26	0.7	2.2	54	*175	1.1	14.9	84
ESSENCE	2392	463	2.0	19.4	76	**109	3.3	4.6	121	**77	2.1	3.2	79	277	1.8	11.6	65
FAMILY CIRCLE	17209	4837	21.4	28.1	110	576	17.2	3.3	89	628	17.5	3.6	90	3633	23.1	21.1	119
THE FAMILY HANDYMAN	1184	408	1.8	34.5	135	**39	1.2	3.3	87	**51	1.4	4.3	106	319	2.0	26.9	152
FAMILY WEEKLY	12391	3316	14.6	26.8	105	341	10.2	2.8	73	491	13.7	4.0	97	2484	15.8	20.0	113
FIELD & STREAM	2438	616	2.7	25.3	99	**63	1.9	2.6	68	**129	3.6	5.3	130	424	2.7	17.4	98
FOOD & WINE	614	217	1.0	35.3	138	**29	0.9	4.7	125	**17	0.5	2.8	68	*171	1.1	27.9	157
FORBES	813	350	1.5	43.1	168	**92	2.8	11.3	299	**31	0.9	3.8	94	*226	1.4	27.8	157
FORTUNE	1083	433	1.9	40.0	156	**93	2.8	8.6	227	**31	0.9	2.9	70	*310	2.0	28.6	161
GENTLEMEN'S QUARTERLY	1197	538	2.4	44.9	176	**89	2.7	7.4	197	**13	0.4	1.1	27	435	2.8	36.3	205
GLAMOUR	6625	2439	10.8	36.8	144	352	10.5	5.3	141	292	8.1	4.4	108	1794	11.4	27.1	153
GOLF DIGEST	707	309	1.4	43.7	171	**79	2.4	11.2	296	**56	1.6	7.9	195	*174	1.1	24.6	139
GOLF DIGEST/TENNIS (GROSS)	1316	470	2.1	35.7	140	**101	3.0	7.7	203	**76	2.1	5.8	142	293	1.9	22.3	125
GOLF MAGAZINE	469	*197	0.9	42.0	164	**26	0.8	5.5	147	**36	1.0	7.7	189	*134	0.9	28.6	161
GOLF MAGAZINE/SKI (GROSS)	1060	420	1.9	39.6	155	**61	1.8	5.8	152	**62	1.7	5.8	144	*297	1.9	28.0	158
GOOD HOUSEKEEPING	17784	5292	23.4	29.8	116	568	17.0	3.2	84	856	23.8	4.8	118	3868	24.6	21.7	123
HARPER'S BAZAAR	2931	992	4.4	33.8	132	*176	5.3	6.0	159	*128	3.6	4.4	107	688	4.4	23.5	132
HEALTH	2199	516	2.3	23.5	92	**90	2.7	4.1	108	**89	2.5	4.0	100	337	2.1	15.3	86
HEARST MAG CORP. BUY (GROSS)	49148	15364	67.8	31.3	122	1876	56.1	3.8	101	2396	66.6	4.9	120	11093	70.6	22.6	127
HEARST MAN POWER (GROSS)	2113	562	2.5	26.6	104	*51	1.5	2.4	64	*102	2.8	4.8	119	409	2.6	19.4	109
HEARST WOMAN POWER (GROSS)	35062	11145	49.2	31.8	124	1278	38.2	3.6	96	1752	48.7	5.0	123	8115	51.7	23.1	130
HOUSE BEAUTIFUL	3865	1155	5.1	29.9	117	*207	6.2	5.4	142	*223	6.2	5.8	142	726	4.6	18.8	106
INC.	315	**127	0.6	40.3	157	*45	1.3	14.3	378	*1	0.0	0.3	8	*81	0.5	25.7	145
JET	3690	724	3.2	19.6	77	*140	4.2	3.8	100	*145	4.0	3.9	97	439	2.8	11.9	67
LADIES' HOME JOURNAL	12930	3932	17.4	30.4	119	402	12.0	3.1	82	613	17.0	4.7	117	2917	18.6	22.6	127
LHJ FAMILY GRP COMBO(GROSS)	18161	5454	24.1	30.0	117	601	18.0	3.3	88	785	21.8	4.3	106	4069	25.9	22.4	126
LIFE	5065	1561	6.9	30.8	120	*198	5.9	3.9	103	*199	5.5	3.9	97	1164	7.4	23.0	129
L.A. TIMES HOME MAGAZINE	1310	433	1.9	33.1	129	*95	2.8	7.3	192	*81	2.3	6.2	152	*257	1.6	19.6	111
MADEMOISELLE	3759	1383	6.1	36.8	144	*199	5.9	5.3	140	*184	5.1	4.9	120	1001	6.4	26.6	150
MC CALL'S	14658	4453	19.7	30.4	119	680	20.3	4.6	123	661	18.4	4.5	111	3111	19.8	21.2	120
MC CALL'S/WRK MOTHER (GROSS)	15857	4756	21.0	30.0	117	723	21.6	4.6	121	686	19.1	4.3	106	3347	21.3	21.1	119
MECHANIX ILLUSTRATED	809	*249	1.1	30.8	120	**35	1.0	4.3	114	**32	0.9	4.0	97	*182	1.2	22.5	127
METROPOLITAN HOME	1009	212	0.9	21.0	82	**22	0.7	2.2	58	**44	1.2	4.4	107	*147	0.9	14.6	82
MONEY	1707	504	2.2	29.5	115	**68	2.0	4.0	105	**51	1.4	3.0	73	385	2.5	22.6	127
MOTHER EARTH NEWS	1123	298	1.3	26.5	104	**33	1.0	2.9	78	**43	1.2	3.8	94	*222	1.4	19.8	111
MS.	932	387	1.7	41.5	162	**37	1.1	4.0	105	**64	1.8	6.9	169	286	1.8	30.7	173
NATIONAL ENQUIRER	11971	2905	12.8	24.3	95	315	9.4	2.6	70	565	15.7	4.7	116	2025	12.9	16.9	95
NATIONAL GEOGRAPHIC	10503	3681	16.3	35.0	137	524	15.7	5.0	132	513	14.3	4.9	120	2644	16.8	25.2	142
NATIONAL SUNDAY MAGAZINE PKG	54325	15727	69.4	28.9	113	2450	73.2	4.5	119	2470	68.7	4.5	112	10806	68.8	19.9	112
NATURAL HISTORY	626	*168	0.7	26.8	105	**28	0.8	4.5	118	**8	0.2	1.3	31	*133	0.8	21.2	120
NEW WOMAN	1992	585	2.6	29.4	115	**46	1.4	2.3	61	**110	3.1	5.5	136	430	2.7	21.6	122
NEW YORK INCLUDING CUE	547	209	0.9	38.2	149	**30	0.9	5.5	145	**19	0.5	3.5	85	*160	1.0	29.3	165
THE NEW YORKER	1380	555	2.5	40.2	157	**71	2.1	5.1	136	*128	3.6	9.3	228	356	2.3	25.8	145
NEWSWEEK	6925	2361	10.4	34.1	133	396	11.8	5.7	151	342	9.5	4.9	121	1622	10.3	23.4	132
THE N.Y. TIMES DAILY EDITION	1363	515	2.3	37.8	148	**88	2.6	6.5	171	**44	1.2	3.2	79	383	2.4	28.1	158
THE N.Y. TIMES MAGAZINE	2333	919	4.1	39.4	154	**109	3.3	4.7	124	*81	2.3	3.5	85	729	4.6	31.2	176
OMNI	872	270	1.2	31.0	121	**32	1.0	3.7	97	**28	0.8	3.2	79	*210	1.3	24.1	136
ON CABLE	1298	441	1.9	34.0	133	**102	3.0	7.9	208	*31	0.9	2.4	59	*308	2.0	23.7	134
1001 HOME IDEAS	3032	1006	4.4	33.2	130	**109	3.3	3.6	95	**83	2.3	2.7	67	815	5.2	26.9	151
ORGANIC GARDENING	1680	446	2.0	26.5	104	*34	1.0	2.0	54	*74	2.1	4.4	108	338	2.2	20.1	113
OUTDOOR LIFE	960	*205	0.9	21.4	83	**8	0.2	0.8	22	*8	0.2	0.8	20	*188	1.2	19.6	110
PARADE MAGAZINE	26755	7761	34.3	29.0	113	1203	36.0	4.5	119	1151	32.0	4.3	106	5407	34.4	20.2	114

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
			DOWN				DOWN				DOWN				DOWN		
TOTAL FEMALES	88464	22646	100.0	25.6	100	3345	100.0	3.8	100	3597	100.0	4.1	100	15703	100.0	17.8	100
PARENTS	4173	1246	5.5	29.9	117	**117	3.5	2.8	74	**106	2.9	2.5	62	1024	6.5	24.5	138
PENTHOUSE	973	359	1.6	36.9	144	**21	0.6	2.2	57	**70	1.9	7.2	177	*268	1.7	27.5	155
PEOPLE	13479	4651	20.5	34.5	135	825	24.7	6.1	162	700	19.5	5.2	128	3125	19.9	23.2	131
PLAYBOY	2183	671	3.0	30.7	120	**110	3.3	5.0	133	**116	3.2	5.3	131	445	2.8	20.4	115
POPULAR HOT RODDING	388	**109	0.5	28.1	110	**14	0.4	3.6	95	**22	0.6	5.7	139	**73	0.5	18.8	106
POPULAR MECHANICS	1037	*266	1.2	25.7	100	**39	1.2	3.8	99	**43	1.2	4.1	102	*184	1.2	17.7	100
POPULAR SCIENCE	920	296	1.3	32.2	126	**27	0.8	2.9	78	**76	2.1	8.3	203	*193	1.2	21.0	118
PREVENTION	4071	1007	4.4	24.7	97	*101	3.0	2.5	66	*145	4.0	3.6	88	760	4.8	18.7	105
PSYCHOLOGY TODAY	1940	699	3.1	36.0	141	**102	3.0	5.3	139	**87	2.4	4.5	110	510	3.2	26.3	148
READER'S DIGEST	24031	6631	29.3	27.6	108	892	26.7	3.7	98	1192	33.1	5.0	122	4547	29.0	18.9	107
REDBOOK	8464	2801	12.4	33.1	129	336	10.0	4.0	105	479	13.3	5.7	139	1986	12.6	23.5	132
ROAD & TRACK	429	*197	0.9	45.9	179	**7	0.2	1.6	43	**19	0.5	4.4	109	**171	1.1	39.9	225
ROLLING STONE	1355	*547	2.4	40.4	158	**96	2.9	7.1	187	**59	1.6	4.4	107	391	2.5	28.9	163
RUNNER'S WORLD	329	**76	0.3	23.1	90	**10	0.3	3.0	80	**12	0.3	3.6	90	**54	0.3	16.4	92
SATURDAY EVENING POST	1268	431	1.9	34.0	133	**50	1.5	3.9	104	**74	2.1	5.8	144	307	2.0	24.2	136
SCIENCE 84	702	*215	0.9	30.6	120	**8	0.2	1.1	30	**27	0.8	3.8	95	*180	1.1	25.6	144
SCIENCE DIGEST	553	*182	0.8	32.9	129	**13	0.4	2.4	62	**43	1.2	7.8	191	*126	0.8	22.8	128
SCIENTIFIC AMERICAN	615	*207	0.9	33.7	131	**25	0.7	4.1	108	**29	0.8	4.7	116	*153	1.0	24.9	140
SELF	2683	986	4.4	36.7	144	**78	2.3	2.9	77	*213	5.9	7.9	195	694	4.4	25.9	146
SEVENTEEN	3309	1012	4.5	30.6	119	**184	5.5	5.6	147	**131	3.6	4.0	97	698	4.4	21.1	119
SKI	591	*223	1.0	37.7	147	**35	1.0	5.9	157	**26	0.7	4.4	108	**163	1.0	27.6	155
SMITHSONIAN	3039	933	4.1	30.7	120	*115	3.4	3.8	100	*118	3.3	3.9	95	700	4.5	23.0	130
SOAP OPERA DIGEST	3683	913	4.0	24.8	97	*117	3.5	3.2	84	*161	4.5	4.4	108	634	4.0	17.2	97
SOUTHERN LIVING	4434	1128	5.0	25.4	99	**66	2.0	1.5	39	*215	6.0	4.8	119	847	5.4	19.1	108
SFOFT	701	*258	1.1	36.8	144	**49	1.5	7.0	185	**48	1.3	6.8	168	*161	1.0	23.0	129
THE SPORTING NEWS	518	**125	0.6	24.1	94	**0	0.0	0.0	0	*20	0.0	0.0	0	**125	0.8	24.1	136
SPORTS AFIELD	523	*115	0.5	22.0	86	**0	0.0	0.0	0	*16	0.4	3.1	75	**99	0.6	18.9	107
SPORTS ILLUSTRATED	3325	1166	5.1	35.1	137	*143	4.3	4.3	114	*123	3.4	3.7	91	900	5.7	27.1	152
STAR	8567	2127	9.4	24.8	97	274	8.2	3.2	85	447	12.4	5.2	128	1406	9.0	16.4	92
SUNDAY	27630	8613	38.0	31.2	122	1581	47.3	5.7	151	1451	40.3	5.3	129	5581	35.5	20.2	114
SUNSET	2219	946	4.2	42.6	167	**69	2.1	3.1	82	*166	4.6	7.5	184	711	4.5	32.0	181
TV GUIDE	24258	6954	30.7	28.7	112	961	28.7	4.0	105	1055	29.3	4.3	107	4938	31.4	20.4	115
TENNIS	609	*161	0.7	26.4	103	**22	0.7	3.6	96	**21	0.6	3.4	85	**118	0.8	19.4	109
TIME	9929	3163	14.0	31.9	124	519	15.5	5.2	138	515	14.3	5.2	128	2129	13.6	21.4	121
TOWN & COUNTRY	1062	328	1.4	30.9	121	**27	0.8	2.5	67	*30	0.8	2.8	69	271	1.7	25.5	144
TRAVEL & LEISURE	1051	408	1.8	38.8	152	**31	0.9	2.9	78	**44	1.2	4.2	103	334	2.1	31.8	179
TRUE STORY	3946	923	4.1	23.4	91	**69	2.1	1.7	46	*159	4.4	4.0	99	695	4.4	17.6	99
U.S. NEWS & WORLD REPORT	3782	1110	4.9	23.9	115	*145	4.3	3.8	101	*132	3.7	3.5	86	834	5.3	22.1	124
USA TODAY	1874	699	3.1	37.3	146	**78	2.3	4.2	110	*104	2.9	5.5	136	516	3.3	27.5	155
US	2213	747	3.3	33.8	132	**113	3.4	5.1	135	**136	3.8	6.1	151	498	3.2	22.5	127
VOGUE	4792	1559	6.9	32.5	127	*235	7.0	4.9	130	*177	4.9	3.7	91	1147	7.3	23.9	135
WALL STREET JOURNAL	2045	701	3.1	34.3	134	**101	3.0	4.9	131	**100	2.8	4.9	120	500	3.2	24.4	138
WEIGHT WATCHERS	2364	684	3.0	28.9	113	**39	1.2	1.6	44	**31	0.9	1.3	32	614	3.9	26.0	146
WOMAN'S DAY	15182	4530	20.0	29.8	117	560	16.7	3.7	98	685	19.0	4.5	111	3286	20.9	21.6	122
WORKING MOTHER	1198	303	1.3	25.3	99	**43	1.3	3.6	95	**24	0.7	2.0	49	*236	1.5	19.7	111
WORKING WOMAN	1523	605	2.7	39.7	155	**86	2.6	5.6	149	*117	3.3	7.7	189	401	2.6	26.3	148
WORLD TENNIS	*183	**75	0.3	41.0	160	**11	0.3	6.0	159	**20	0.6	10.9	269	**44	0.3	24.0	135
ZIFF-DAVIS MAG NETWK (GROSS)	2776	863	3.8	31.1	121	**111	3.3	4.0	106	*132	3.7	4.8	117	620	3.9	22.3	126
BLAIR INSERTS	47909	14178	62.6	29.6	116	2389	71.4	5.0	132	2255	62.7	4.7	116	9534	60.7	19.9	112
DAILY NEWSPAPERS																	
READ ANY	56731	15599	68.9	27.5	107	2473	73.9	4.4	115	2444	67.9	4.3	106	10682	68.0	18.8	106
READ ONE	47696	12732	56.2	26.7	104	1931	57.7	4.0	107	1910	53.1	4.0	98	8891	56.6	18.6	105
READ TWO OR MORE	9034	2867	12.7	31.7	124	542	16.2	6.0	159	534	14.8	5.9	145	1791	11.4	19.8	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	16658	73.6	28.9	113	2597	77.6	4.5	119	2576	71.6	4.5	110	11485	73.1	19.9	112
READ ONE	50513	14094	62.2	27.9	109	2242	67.0	4.4	117	2186	60.8	4.3	106	9666	61.6	19.1	108
READ TWO OR MORE	7219	2564	11.3	35.5	139	355	10.6	4.9	130	390	10.8	5.4	133	1819	11.6	25.2	142
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	32.34				30.57				34.61				32.22			
30 DAY REACH	78184	20603	91.0	26.4	103	3106	92.9	4.0	105	3172	88.2	4.1	100	14326	91.2	18.3	103
50 SHWG - 30 DAY AV FREQ	14.80	16.83				16.24				17.89				16.71			
30 DAY REACH	74239	19827	87.6	26.7	104	2934	87.7	4.0	105	3071	85.4	4.1	102	13822	88.0	18.6	105
25 SHWG - 30 DAY AV FREQ	8.05	9.06				8.61				9.84				8.98			
30 DAY REACH	68254	18468	81.6	27.1	106	2758	82.5	4.0	107	2823	78.5	4.1	102	12887	82.1	18.9	106
CABLE TV: HOME WIRED	35215	10574	46.7	30.0	117	1611	48.2	4.6	121	1565	43.5	4.4	109	7399	47.1	21.0	118
HOME NOT WIRED	53250	12072	53.3	22.7	89	1735	51.9	3.3	86	2032	56.5	3.8	94	8305	52.9	15.6	88
HAVE PAY CABLE	17885	6284	27.7	35.1	137	966	28.9	5.4	143	885	24.6	4.9	122	4433	28.2	24.8	140

	TOTAL U.S. '000	FLEISCHMANN'S				GILBEY'S				GORDON'S				POPOV			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	4520	100.0	2.7	100	6324	100.0	3.8	100	9219	100.0	5.5	100	5923	100.0	3.5	100
MALES	79263	2383	52.7	3.0	112	3084	48.8	3.9	103	4299	46.6	5.4	99	3165	53.4	4.0	113
FEMALES	88464	2137	47.3	2.4	90	3240	51.2	3.7	97	4920	53.4	5.6	101	2759	46.6	3.1	88
18 - 24	28671	955	21.1	3.3	124	1268	20.1	4.4	117	2083	22.6	7.3	132	1292	21.8	4.5	128
25 - 34	39536	1296	28.7	3.3	122	1558	24.6	3.9	105	2707	29.4	6.8	125	1664	28.1	4.2	119
35 - 44	28978	708	15.7	2.4	91	1218	19.3	4.2	111	1606	17.4	5.5	101	1029	17.4	3.6	101
45 - 54	22345	441	9.8	2.0	73	874	13.8	3.9	104	1119	12.1	5.0	91	754	12.7	3.4	96
55 - 64	22224	751	16.6	3.4	125	879	13.9	4.0	105	1103	12.0	5.0	90	787	13.3	3.5	100
65 OR OLDER	25973	*369	8.2	1.4	53	527	8.3	2.0	54	601	6.5	2.3	42	398	6.7	1.5	43
18 - 34	68207	2251	49.8	3.3	122	2826	44.7	4.1	110	4790	52.0	7.0	128	2956	49.9	4.3	123
18 - 49	108058	3193	70.6	3.0	110	4412	69.8	4.1	108	6867	74.5	6.4	116	4431	74.8	4.1	116
25 - 54	90859	2445	54.1	2.7	100	3650	57.7	4.0	107	5432	58.9	6.0	109	3446	58.2	3.8	107
35 - 49	39851	942	20.8	2.4	88	1585	25.1	4.0	105	2077	22.5	5.2	95	1475	24.9	3.7	105
50 OR OLDER	59669	1327	29.4	2.2	83	1912	30.2	3.2	85	2352	25.5	3.9	72	1493	25.2	2.5	71
GRADUATED COLLEGE	28091	1062	23.5	3.8	140	1473	23.3	5.2	139	2362	25.6	8.4	153	1456	24.6	5.2	147
ATTENDED COLLEGE	28938	930	20.6	3.2	119	1276	20.2	4.4	117	1954	21.2	6.8	123	1477	24.9	5.1	145
GRADUATED HIGH SCHOOL	65503	1672	37.0	2.6	95	2650	41.9	4.0	107	3490	37.9	5.3	97	2288	38.6	3.5	99
DID NOT GRADUATE HIGH SCHOOL	45195	856	18.9	1.9	70	925	14.6	2.0	54	1413	15.3	3.1	57	702	11.9	1.6	44
EMPLOYED MALES	56429	1765	39.0	3.1	116	2458	38.9	4.4	116	3450	37.4	6.1	111	2503	42.3	4.4	126
EMPLOYED FEMALES	43971	1178	26.1	2.7	99	2156	34.1	4.9	130	3086	33.5	7.0	128	1854	31.3	4.2	119
EMPLOYED FULL-TIME	87773	2589	57.3	2.9	109	4024	63.6	4.6	122	5659	61.4	6.4	117	3777	63.8	4.3	122
EMPLOYED PART-TIME	12627	*353	7.8	2.8	104	590	9.3	4.7	124	878	9.5	7.0	127	*581	9.8	4.6	130
NOT EMPLOYED	67327	1577	34.9	2.3	87	1710	27.0	2.5	67	2683	29.1	4.0	73	1566	26.4	2.3	66
PROFESSIONAL/MANAGER	25845	954	21.1	3.7	137	1452	23.0	5.6	149	2182	23.7	8.4	154	1337	22.6	5.2	146
TECH/CLERICAL/SALES	30895	789	17.5	2.6	95	1659	26.2	5.4	142	2427	26.3	7.9	143	1420	24.0	4.6	130
PRECISION/CRAFT	12629	*356	7.9	2.8	105	*484	7.7	3.8	102	630	6.8	5.0	91	512	8.6	4.1	115
OTHER EMPLOYED	31031	843	18.7	2.7	101	1019	16.1	3.3	87	1297	14.1	4.2	76	1089	18.4	3.5	99
SINGLE	35557	1214	26.9	3.4	127	1635	25.9	4.6	122	2719	29.5	7.6	139	1615	27.3	4.5	129
MARRIED	103585	2755	61.0	2.7	99	3850	60.9	3.7	99	5283	57.3	5.1	93	3537	59.7	3.4	97
DIVORCED/SEPARATED/WIDOWED	28585	551	12.2	1.9	72	838	13.3	2.9	78	1218	13.2	4.3	78	771	13.0	2.7	76
PARENTS	59295	1637	36.2	2.8	102	2300	36.4	3.9	103	3562	38.6	6.0	109	1943	32.8	3.3	93
WHITE	146081	4146	91.7	2.8	105	5723	90.5	3.9	104	8416	91.3	5.8	105	5654	95.5	3.9	110
BLACK	17974	*307	6.8	1.7	63	504	8.0	2.8	74	663	7.2	3.7	67	*233	3.9	1.3	37
OTHER	3672	**68	1.5	1.9	69	**97	1.5	2.6	70	**139	1.5	3.8	69	**36	0.6	1.0	28
NORTHEAST-CENSUS	37005	1440	31.9	3.9	144	1305	20.6	3.5	94	3198	34.7	8.6	157	1132	19.1	3.1	87
NORTH CENTRAL	42642	1512	33.5	3.5	132	1656	26.2	3.9	103	2183	23.7	5.1	93	1534	25.9	3.6	102
SOUTH	56777	780	17.3	1.4	51	1907	30.2	3.4	89	1917	20.8	3.4	61	1275	21.5	2.2	64
WEST	31303	788	17.4	2.5	93	1456	23.0	4.7	123	1922	20.8	6.1	112	1982	33.5	6.3	179
NORTHEAST-MKTG.	38125	1571	34.8	4.1	153	1448	22.9	3.8	101	3210	34.8	8.4	153	1232	20.8	3.2	92
EAST CENTRAL	24794	*428	9.5	1.7	64	914	14.5	3.7	98	1219	13.2	4.9	89	913	15.4	3.7	104
WEST CENTRAL	28511	1263	27.9	4.4	164	1063	16.8	3.7	99	1768	19.2	6.2	113	806	13.6	2.8	80
SOUTH	48953	*547	12.1	1.1	41	1554	24.6	3.2	84	1452	15.8	3.0	54	1092	18.4	2.2	63
PACIFIC	27344	*712	15.8	2.6	97	1345	21.3	4.9	130	1570	17.0	5.7	104	1880	31.7	6.9	195
COUNTY SIZE A	69301	2348	51.9	3.4	126	3366	53.2	4.9	129	4789	51.9	6.9	126	2451	41.4	3.5	100
COUNTY SIZE B	50633	1074	23.8	2.1	79	1869	29.6	3.7	98	2659	28.8	5.3	96	1922	32.4	3.8	107
COUNTY SIZE C	26259	*601	13.3	2.3	85	728	11.5	2.8	74	1252	13.6	4.8	87	1098	18.5	4.2	118
COUNTY SIZE D	21534	*497	11.0	2.3	86	*361	5.7	1.7	44	*518	5.6	2.4	44	*452	7.6	2.1	59
METRO CENTRAL CITY	50014	1284	28.4	2.6	95	2297	36.3	4.6	122	2906	31.5	5.8	106	1862	31.4	3.7	105
METRO SUBURBAN	76832	2355	52.1	3.1	114	3159	50.0	4.1	109	4830	52.4	6.3	114	2959	50.0	3.9	109
NON METRO	40881	881	19.5	2.2	80	867	13.7	2.1	56	1483	16.1	3.6	66	1103	18.6	2.7	76
TOP 5 ADI'S	39550	1430	31.6	3.6	134	2033	32.1	5.1	136	3017	32.7	7.6	139	1510	25.5	3.8	108
TOP 10 ADI'S	54877	1845	40.8	3.4	125	2704	42.8	4.9	131	3892	42.2	7.1	129	2120	35.8	3.9	109
TOP 20 ADI'S	77516	2360	52.2	3.0	113	3710	58.7	4.8	127	5202	56.4	6.7	122	2664	45.0	3.4	97
HSGLD INC. \$50,000 OR MORE	17257	*672	14.9	3.9	145	986	15.6	5.7	152	1377	14.9	8.0	145	1079	18.2	6.3	177
\$40,000 OR MORE	33235	1225	27.1	3.7	137	2104	33.3	6.3	168	2611	28.3	7.9	143	1889	31.9	5.7	161
\$30,000 OR MORE	59693	2212	48.9	3.7	138	3141	49.7	5.3	140	4537	49.2	7.6	138	2924	49.4	4.9	139
\$25,000 OR MORE	76275	2711	60.0	3.6	132	3703	58.6	4.9	129	5525	59.9	7.2	132	3687	62.2	4.8	137
\$20,000 - \$24,999	18607	*595	13.2	3.2	119	689	10.9	3.7	98	863	9.4	4.6	84	448	7.6	2.4	68
\$15,000 - \$19,999	17175	*367	8.1	2.1	79	747	11.8	4.3	115	1113	12.1	6.5	118	*456	7.7	2.7	75
\$10,000 - \$14,999	24569	433	9.6	1.8	65	516	8.2	2.1	56	891	9.7	3.6	66	719	12.1	2.9	83
UNDER \$10,000	31101	414	9.2	1.3	49	669	10.6	2.2	57	826	9.0	2.7	48	614	10.4	2.0	56
HOUSEHOLD OF 1 PERSON	19441	357	7.9	1.8	68	683	10.8	3.5	93	1070	11.6	5.5	100	496	8.4	2.6	72
2 PEOPLE	51803	1238	27.4	2.4	89	1884	29.8	3.6	96	2370	25.7	4.6	83	2061	34.8	4.0	113
3 OR 4 PEOPLE	66933	2002	44.3	3.0	111	2746	43.4	4.1	109	4002	43.4	6.0	109	2397	40.5	3.6	101
5 OR MORE PEOPLE	29550	924	20.4	3.1	116	1011	16.0	3.4	91	1778	19.3	6.0	109	969	16.4	3.3	93
NO CHILD IN HSHLD	96587	2477	54.8	2.6	95	3547	56.1	3.7	97	5030	54.6	5.2	95	3532	59.6	3.7	104
CHILD(REN) UNDER 2 YRS	10844	**232	5.1	2.1	79	*460	7.3	4.2	113	651	7.1	6.0	109	*401	6.8	3.7	105
2 - 5 YEARS	26358	689	15.2	2.6	97	821	13.0	3.1	83	1425	15.5	5.4	98	850	14.4	3.2	91
6 - 11 YEARS	30453	795	17.6	2.6	97	1063	16.8	3.5	93	1628	17.7	5.3	97	919	15.5	3.0	85
12 - 17 YEARS	36575	1114	24.6	3.0	113	1498	23.7	4.1	109	2295	24.9	6.3	114	1080	18.2	3.0	84
RESIDENCE OWNED	117770	3259	72.1	2.8	103	4539	71.8	3.9	102	6343	68.8	5.4	98	4191	70.8	3.6	101
VALUE: \$50,000 OR MORE	70166	2366	52.3	3.4	125	3370	53.3	4.8	127	4881	52.9	7.0	127	2951	49.8	4.2	119
VALUE: UNDER \$50,000	47604	894	19.8	1.9	70	1169	18.5	2.5	65	1462	15.9	3.1	56	1240	20.9	2.6	74

			FLEISCHMANN'S				GILBEY'S				GORDON'S				POPOV				
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS			167727	4520	100.0	2.7	100	6324	100.0	3.8	100	9219	100.0	5.5	100	5923	100.0	3.5	100
MAGAZINES	QUINTILE 1	34022	1437	31.8	4.2	157	1626	25.7	4.8	127	2661	28.9	7.8	142	1812	30.6	5.3	151	
	QUINTILE 2	34800	997	22.1	2.9	106	1664	26.3	4.8	127	2280	24.7	6.6	119	1420	24.0	4.1	116	
	QUINTILE 3	30514	697	15.4	2.3	85	1187	18.8	3.9	103	1519	16.5	5.0	91	915	15.4	3.0	85	
	QUINTILE 4	33324	674	14.9	2.0	75	1057	16.7	3.2	84	1554	16.9	4.7	85	963	16.3	2.9	82	
	QUINTILE 5	35066	715	15.8	2.0	76	791	12.5	2.3	60	1205	13.1	3.4	63	814	13.7	2.3	66	
NEWSPAPERS	QUINTILE 1	29107	1064	23.5	3.7	136	1517	24.0	5.2	138	2378	25.8	8.2	149	1434	24.2	4.9	140	
	QUINTILE 2	49095	1304	28.8	2.7	99	2115	33.4	4.3	114	2660	28.9	5.4	99	1690	28.5	3.4	97	
	QUINTILE 3	23107	590	13.1	2.6	95	727	11.5	3.1	83	1139	12.4	4.9	90	906	15.3	3.9	111	
	QUINTILE 4	33556	830	18.4	2.5	92	1100	17.4	3.3	87	1781	19.3	5.3	97	1045	17.6	3.1	88	
	QUINTILE 5	32863	733	16.2	2.2	83	865	13.7	2.6	70	1261	13.7	3.8	70	848	14.3	2.6	73	
OUTDOOR	QUINTILE 1	33431	1079	23.9	3.2	120	1602	25.3	4.8	127	2257	24.5	6.8	123	1368	23.1	4.1	116	
	QUINTILE 2	33478	965	21.3	2.9	107	1174	18.6	3.5	93	1994	21.6	6.0	108	1329	22.4	4.0	112	
	QUINTILE 3	33574	764	16.9	2.3	84	1429	22.6	4.3	113	1799	19.5	5.4	97	1217	20.5	3.6	103	
	QUINTILE 4	33935	962	21.3	2.8	105	963	15.2	2.8	75	1660	18.0	4.9	89	1007	17.0	3.0	84	
	QUINTILE 5	33310	750	16.6	2.3	84	1156	18.3	3.5	92	1509	16.4	4.5	82	1003	16.9	3.0	85	
RADIO-DRIVE TIME	QUINTILE 1	33136	1187	26.3	3.6	133	1266	20.0	3.8	101	2033	22.1	6.1	112	1392	23.5	4.2	119	
	QUINTILE 2	31658	765	16.9	2.4	90	1129	17.9	3.6	95	1772	19.2	5.6	102	1115	18.8	3.5	100	
	QUINTILE 3	32541	915	20.2	2.8	104	1436	22.7	4.4	117	2188	23.7	6.7	122	1058	17.9	3.3	92	
	QUINTILE 4	34247	763	16.9	2.2	83	1371	21.7	4.0	106	1857	20.1	5.4	99	1411	23.8	4.1	117	
	QUINTILE 5	36144	890	19.7	2.5	91	1122	17.7	3.1	82	1369	14.8	3.8	69	948	16.0	2.6	74	
RADIO-MID- DAY	TERCILE 1	45037	1331	29.4	3.0	110	1693	26.8	3.8	100	2483	26.9	5.5	100	1786	30.2	4.0	112	
	TERCILE 2	44819	1202	26.6	2.7	100	1714	27.1	3.8	101	2604	28.2	5.8	106	1444	24.4	3.2	91	
	TERCILE 3	77872	1987	44.0	2.6	95	2917	46.1	3.7	99	4132	44.8	5.3	97	2693	45.5	3.5	98	
RADIO-TOTAL	QUINTILE 1	33763	1090	24.1	3.2	120	1157	18.3	3.4	91	2128	23.1	6.3	115	1507	25.4	4.5	126	
	QUINTILE 2	33240	920	20.4	2.8	103	1388	21.9	4.2	111	1730	18.8	5.2	95	1046	17.7	3.1	89	
	QUINTILE 3	33408	1038	23.0	3.1	115	1323	20.9	4.0	105	2192	23.8	6.6	119	1382	23.3	4.1	117	
	QUINTILE 4	34792	653	14.4	1.9	70	1553	24.6	4.5	118	1941	21.1	5.6	101	1207	20.4	3.5	98	
	QUINTILE 5	32524	820	18.1	2.5	94	903	14.3	2.8	74	1228	13.3	3.8	69	782	13.2	2.4	68	
TV-PRIME TIME	QUINTILE 1	33090	1043	23.1	3.2	117	1039	16.4	3.1	83	1640	17.8	5.0	90	1069	18.0	3.2	91	
	QUINTILE 2	33357	1061	23.5	3.2	118	1237	19.6	3.7	98	1984	21.5	5.9	108	1355	22.9	4.1	115	
	QUINTILE 3	33980	823	18.2	2.4	90	1483	23.5	4.4	116	2087	22.6	6.1	112	1300	21.9	3.8	108	
	QUINTILE 4	33854	907	20.1	2.7	99	1218	19.3	3.6	95	1834	19.9	5.4	99	1036	17.5	3.1	87	
	QUINTILE 5	33444	686	15.2	2.1	76	1347	21.3	4.0	107	1675	18.2	5.0	91	1164	19.7	3.5	99	
TV-DAYTIME	TERCILE 1	49121	1199	26.5	2.4	91	1471	23.3	3.0	79	2074	22.5	4.2	77	1441	24.3	2.9	83	
	TERCILE 2	48823	1466	32.4	3.0	111	2027	32.1	4.2	110	2974	32.3	6.1	111	1865	31.5	3.8	108	
	TERCILE 3	69782	1855	41.0	2.7	99	2825	44.7	4.0	107	4171	45.2	6.0	109	2617	44.2	3.8	106	
TV-TOTAL	QUINTILE 1	33584	910	20.1	2.7	101	980	15.5	2.9	77	1433	15.5	4.3	78	1102	18.6	3.3	93	
	QUINTILE 2	33441	1053	23.3	3.1	117	1228	19.4	3.7	97	1854	20.1	5.5	101	1203	20.3	3.6	102	
	QUINTILE 3	33505	994	22.0	3.0	110	1330	21.0	4.0	105	1973	21.4	5.9	107	1242	21.0	3.7	105	
	QUINTILE 4	33466	896	19.8	2.7	99	1285	20.3	3.8	102	2184	23.7	6.5	119	1360	23.0	4.1	115	
	QUINTILE 5	33731	667	14.8	2.0	73	1501	23.7	4.4	118	1775	19.3	5.3	96	1017	17.2	3.0	85	
MAGAZINES-NEWSPAPERS: DUAL			44503	1575	34.8	3.5	131	2263	35.8	5.1	135	3394	36.8	7.6	139	2107	35.6	4.7	134
MAGAZINE IMPERATIVE			39363	1200	26.5	3.0	113	1538	24.3	3.9	104	2337	25.3	5.9	108	1518	25.6	3.9	109
NEWSPAPER IMPERATIVE			46441	1076	23.8	2.3	86	1714	27.1	3.7	98	2213	24.0	4.8	87	1412	23.8	3.0	86
MAGAZINES-OUTDOOR: DUAL			33726	1267	28.0	3.8	139	1577	24.9	4.7	124	2408	26.1	7.1	130	1722	29.1	5.1	145
MAGAZINE IMPERATIVE			52846	1640	36.3	3.1	115	2320	36.7	4.4	116	3307	35.9	6.3	114	2023	34.2	3.8	108
OUTDOOR IMPERATIVE			52140	1080	23.9	2.1	77	1860	29.4	3.6	95	2579	28.0	4.9	90	1552	26.2	3.0	84
MAGAZINES-RADIO: DUAL			37081	1155	25.6	3.1	116	1586	25.1	4.3	113	2508	27.2	6.8	123	1672	28.2	4.5	128
MAGAZINE IMPERATIVE			49747	1623	35.9	3.3	121	2460	38.9	4.9	131	3401	36.9	6.8	124	2137	36.1	4.3	122
RADIO IMPERATIVE			49208	1245	27.5	2.5	94	1565	24.7	3.2	84	2399	26.0	4.9	89	1482	25.0	3.0	85
MAGAZINES-TELEVISION: DUAL			33103	1179	26.1	3.6	132	1396	22.1	4.2	112	1985	21.5	6.0	109	1370	23.1	4.1	117
MAGAZINE IMPERATIVE			54575	1765	39.0	3.2	120	2718	43.0	5.0	132	3978	43.2	7.3	133	2410	40.7	4.4	125
TELEVISION IMPERATIVE			53249	1199	26.5	2.3	84	1471	23.3	2.8	73	2079	22.6	3.9	71	1475	24.9	2.8	78
NEWSPAPERS-OUTDOOR: DUAL			36255	1078	23.8	3.0	110	1754	27.7	4.8	128	2568	27.9	7.1	129	1460	24.6	4.0	114
NEWSPAPER IMPERATIVE			55591	1617	35.8	2.9	108	2277	36.0	4.1	109	3037	32.9	5.5	99	2065	34.9	3.7	105
OUTDOOR IMPERATIVE			48319	1291	28.6	2.7	99	1650	26.1	3.4	91	2563	27.8	5.3	97	1824	30.8	3.8	107
NEWSPAPERS-RADIO: DUAL			37242	1268	28.1	3.4	126	1592	25.2	4.3	113	2552	27.7	6.9	125	1759	29.7	4.7	134
NEWSPAPER IMPERATIVE			54423	1387	30.7	2.5	95	2471	39.1	4.5	120	3208	34.8	5.9	107	1965	33.2	3.6	102
RADIO IMPERATIVE			46650	1281	28.3	2.7	102	1487	23.5	3.2	85	2269	24.6	4.9	88	1481	25.0	3.2	90
NEWSPAPERS-TELEVISION: DUAL			35974	1119	24.8	3.1	115	1431	22.6	4.0	106	1999	21.7	5.6	101	1475	24.9	4.1	116
NEWSPAPER IMPERATIVE			56095	1630	36.1	2.9	108	2642	41.8	4.7	125	3695	40.1	6.6	120	2240	37.8	4.0	113
TELEVISION IMPERATIVE			47170	1310	29.0	2.8	103	1312	20.7	2.8	74	2146	23.3	4.5	83	1460	24.6	3.1	88
OUTDOOR-RADIO: DUAL			33748	978	21.6	2.9	108	1378	21.8	4.1	108	2188	23.7	6.5	118	1380	23.3	4.1	116
OUTDOOR IMPERATIVE			52785	1497	33.1	2.8	105	2225	35.2	4.2	112	3072	33.3	5.8	106	1970	33.3	3.7	106
RADIO IMPERATIVE			52882	1545	34.2	2.9	108	1842	29.1	3.5	92	27							

	TOTAL U.S. '000	FLEISCHMANN'S				GILBEY'S				GORDON'S				POPOV			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	4520	100.0	2.7	100	6324	100.0	3.8	100	9219	100.0	5.5	100	5923	100.0	3.5	100
ATLANTIC MONTHLY	867	**8	0.2	0.9	34	**12	0.2	1.4	37	**53	0.6	6.1	111	**11	0.2	1.3	36
BARRON'S	1580	**90	2.0	5.7	211	**130	2.1	8.2	218	**148	1.6	9.4	170	**80	1.4	5.1	143
BETTER HOMES & GARDENS	22203	691	15.3	3.1	115	1016	16.1	4.6	121	1465	15.9	6.6	120	877	14.8	3.9	112
BON APPETIT	3810	**149	3.3	3.9	145	*252	4.0	6.6	175	327	3.5	8.6	156	*172	2.9	4.5	128
BUSINESS WEEK	4663	*228	5.0	4.9	181	*244	3.9	5.2	139	291	3.2	6.2	114	*199	3.4	4.3	121
CAR AND DRIVER	3102	**127	2.8	4.1	152	**207	3.3	6.7	177	*226	2.5	7.3	133	*245	4.1	7.9	224
CBS MAGAZINE NETWORK (GROSS)	7311	*347	7.7	4.7	176	461	7.3	6.3	167	516	5.6	7.1	128	479	8.1	6.6	186
CHANGING TIMES	3400	*173	3.8	5.1	189	*205	3.2	6.0	160	*276	3.0	8.1	148	*127	2.1	3.7	106
COLONIAL HOMES	1796	**62	1.4	3.5	128	**68	1.1	3.8	100	*156	1.7	8.7	158	**91	1.5	5.1	143
CONDE NAST MAG. PKG. (GROSS)	19924	961	21.3	4.8	179	1169	18.5	5.9	156	2009	21.8	10.1	183	839	14.2	4.2	119
CONSUMERS DIGEST	3125	*144	3.2	4.6	171	*160	2.5	5.1	136	*219	2.4	7.0	128	*166	2.8	5.3	150
COSMOPOLITAN	10577	394	8.7	3.7	138	444	7.0	4.2	111	802	8.7	7.6	138	555	9.4	5.2	149
COUNTRY LIVING	3746	**100	2.2	2.7	99	*191	3.0	5.1	135	*187	2.0	5.0	91	*217	3.7	5.8	164
CUISINE	2214	**70	1.5	3.2	117	*146	2.3	6.6	175	*212	2.3	9.6	174	*173	2.9	7.8	221
CYCLE WORLD	2394	**82	1.8	3.4	127	**125	2.0	5.2	138	**104	1.1	4.3	79	**71	1.2	3.0	84
DCI:CREATIVE IDEAS FOR LIV	3068	**60	1.3	2.0	73	*167	2.6	5.4	144	*175	1.9	5.7	104	**78	1.3	2.5	72
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*130	2.9	1.4	50	461	7.3	4.8	128	451	4.9	4.7	86	325	5.5	3.4	96
DISCOVER	2277	**35	0.8	1.5	57	**95	1.5	4.2	111	*148	1.6	6.5	118	**78	1.3	3.4	97
EBONY	7187	*163	3.6	2.3	84	*211	3.3	2.9	78	322	3.5	4.5	82	*208	3.5	2.9	82
ESQUIRE	2560	**96	2.1	3.8	139	**96	1.5	3.8	99	*177	1.9	6.9	126	*298	1.7	3.8	108
ESSENCE	3242	**88	1.9	2.7	101	**100	1.6	3.1	82	*205	2.2	6.3	115	**90	1.5	2.8	79
FAMILY CIRCLE	19439	546	12.1	2.8	103	712	11.3	3.6	96	1195	13.0	6.1	111	716	12.1	3.6	103
THE FAMILY HANDYMAN	3540	*176	3.9	5.0	184	*142	2.2	4.0	106	*209	2.3	5.9	107	*228	3.8	6.4	182
FAMILY WEEKLY	23924	595	13.2	2.5	92	836	13.2	3.5	93	1284	13.9	5.4	98	968	16.3	4.0	115
FIELD & STREAM	9883	*259	5.7	2.6	97	202	3.2	2.0	54	390	4.2	3.9	72	315	5.3	3.2	90
FOOD & WINE	1030	**31	0.7	3.0	112	**39	0.6	3.8	100	**90	1.0	8.7	159	**89	1.5	8.6	245
FORBES	2679	**157	3.5	5.9	217	*185	2.9	6.9	183	278	3.0	10.4	189	171	2.9	6.4	181
FORTUNE	2931	**177	3.9	6.0	224	*249	3.9	8.5	225	327	3.5	11.2	203	*173	2.9	5.9	167
GENTLEMEN'S QUARTERLY	3481	**164	3.6	4.7	175	*221	3.5	6.3	168	290	3.1	8.3	152	*205	3.5	5.9	167
GLAMOUR	7163	384	8.5	5.4	199	401	6.3	5.6	148	739	8.0	10.3	188	*285	4.8	4.0	113
GOLF DIGEST	2355	*146	3.2	6.2	230	*183	2.9	7.8	206	*186	2.0	7.9	144	*176	3.0	7.5	212
GOLF DIGEST/TENNIS (GROSS)	3610	*188	4.2	5.2	193	*251	4.0	7.0	184	256	2.8	7.1	129	*246	4.2	6.8	193
GOLF MAGAZINE	2046	**128	2.8	6.3	232	**142	2.2	6.9	184	*148	1.6	7.2	132	*142	2.4	6.9	197
GOLF MAGAZINE/SKI (GROSS)	3547	**165	3.7	4.7	173	*254	4.0	7.2	190	263	2.9	7.4	135	*215	3.6	6.1	172
GOOD HOUSEKEEPING	20353	602	13.3	3.0	110	887	14.0	4.4	116	1362	14.8	6.7	122	666	11.2	3.3	93
HARPER'S BAZAAR	3362	*210	4.6	6.2	232	*212	3.4	6.3	167	*326	3.5	9.7	176	*156	2.6	4.6	131
HEALTH	2987	**105	2.3	3.5	130	**161	2.5	5.4	143	*198	2.1	6.6	121	**73	1.2	2.4	69
HEARST MAG CORP. BUY (GROSS)	67928	2294	50.8	3.4	125	3063	48.4	4.5	120	4887	53.0	7.2	131	2954	49.9	4.3	123
HEARST MAN POWER (GROSS)	11282	384	8.5	3.4	126	434	6.9	3.8	102	733	8.0	6.5	118	646	10.9	5.7	162
HEARST WOMAN POWER (GROSS)	40514	1318	29.2	3.3	121	1752	27.7	4.3	115	2892	31.4	7.1	130	1555	26.3	3.8	109
HOUSE BEAUTIFUL	4885	*137	3.0	2.8	104	*298	4.7	6.1	162	402	4.4	8.2	150	*168	2.8	3.4	97
INC.	1304	**100	2.2	7.6	284	**178	2.8	13.6	361	*224	2.4	17.1	312	**91	1.5	7.0	197
JET	6498	*132	2.9	2.0	75	*181	2.9	2.8	74	310	3.4	4.8	87	**135	2.3	2.1	59
LADIES' HOME JOURNAL	14797	434	9.6	2.9	109	676	10.7	4.6	121	1056	11.5	7.1	130	489	8.3	3.3	94
LHJ FAMILY GRP COMBO(GROSS)	21743	747	16.5	3.4	127	1062	16.8	4.9	130	1570	17.0	7.2	131	715	12.1	3.3	93
LIFE	9881	356	7.9	3.6	134	474	7.5	4.8	127	676	7.3	6.8	124	531	9.0	5.4	152
L.A. TIMES HOME MAGAZINE	2775	**172	3.8	6.2	230	*222	3.5	8.0	212	*168	1.8	6.1	110	*271	4.6	9.8	277
MADEMOISELLE	4219	*213	4.7	5.0	187	*290	4.6	6.9	182	432	4.7	10.2	186	*193	3.3	4.6	130
MC CALL'S	16422	461	10.2	2.8	104	629	9.9	3.8	102	1142	12.4	7.0	127	739	12.5	4.5	127
MC CALL'S/MRK MOTHER (GROSS)	17919	499	11.0	2.8	103	731	11.6	4.1	108	1263	13.7	7.0	128	761	12.8	4.2	120
MECHANIX ILLUSTRATED	4433	*186	4.1	4.2	156	*236	3.7	5.3	141	337	3.7	7.6	138	*184	3.1	4.2	118
METROPOLITAN HOME	1504	**41	0.9	2.7	101	**71	1.1	4.7	125	**97	1.1	6.4	117	**102	1.7	6.8	192
MONEY	4723	*286	6.3	6.1	225	*380	6.0	8.0	213	385	4.2	8.2	148	211	3.6	4.5	127
MOTHER EARTH NEWS	2325	**50	1.1	2.2	80	**50	0.8	2.2	57	*138	1.5	5.9	108	*120	2.0	5.2	146
MS.	1189	**62	1.4	5.2	193	**83	1.3	7.0	185	**135	1.5	11.4	207	**60	1.0	5.0	143
NATIONAL ENQUIRER	18892	482	10.7	2.6	95	504	8.0	2.7	71	949	10.3	5.0	91	612	10.3	3.2	92
NATIONAL GEOGRAPHIC	22129	712	15.8	3.2	119	1093	17.3	4.9	131	1757	19.1	7.9	144	1181	19.9	5.3	151
NATIONAL SUNDAY MAGAZINE PKG	103750	3021	66.8	2.9	108	4576	72.4	4.4	117	6445	69.9	6.2	113	4318	72.9	4.2	118
NATURAL HISTORY	1379	**29	0.6	2.1	78	**55	0.9	4.0	106	**77	0.8	5.6	102	**62	1.0	4.5	127
NEW WOMAN	2289	**63	1.4	2.8	102	**64	1.0	2.8	74	*193	2.1	8.4	153	**61	1.0	2.7	75
NEW YORK INCLUDING CUE	1088	**49	1.1	4.5	167	**21	0.3	1.9	51	**83	0.9	7.6	139	**49	0.8	4.5	128
THE NEW YORKER	2459	**121	2.7	4.9	183	*116	1.8	4.7	125	288	3.1	11.7	213	*144	2.4	5.9	166
NEWSWEEK	16527	542	12.0	3.3	122	864	13.7	5.2	139	1434	15.6	8.7	158	847	14.3	5.1	145
THE N.Y. TIMES DAILY EDITION	2739	*127	2.8	4.6	172	*176	2.8	6.4	170	221	2.4	8.1	147	*145	2.4	5.3	150
THE N.Y. TIMES MAGAZINE	4443	*273	6.0	6.1	228	272	4.3	6.1	162	446	4.8	10.0	183	219	3.7	4.9	140
OWNI	2799	**161	3.6	5.8	213	*202	3.2	7.2	191	*289	3.1	10.3	188	*198	3.3	7.1	200
ON CABLE	2209	**87	1.9	3.9	146	**65	1.0	2.9	78	*187	2.0	8.5	154	*175	3.0	7.9	224
1001-HOME IDEAS	3959	*208	4.6	5.3	195	*225	3.6	5.7	151	*316	3.4	8.0	145	*153	2.6	3.9	109
ORGANIC GARDENING	3111	**61	1.3	2.0	73	**64	1.0	2.1	55	**125	1.4	4.0	73	*110	1.9	3.5	100
OUTDOOR LIFE	5024	**108	2.4	2.1	80	*130	2.1	2.6	69	223	2.4	4.4	81	*171	2.9	3.4	96
PARADE MAGAZINE	51292	1367	30.2	2.7	99	2180	34.5	4.3	113	3322	36.0	6.5	118	2274	38.4	4.4	126

	TOTAL U.S. '000	FLEISCHMANN'S				GILBEY'S				GORDON'S				POPOV			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	4520	100.0	2.7	100	6324	100.0	3.8	100	9219	100.0	5.5	100	5923	100.0	3.5	100
PARENTS	5298	*191	4.2	3.6	134	**123	1.9	2.3	62	507	5.5	9.6	174	*185	3.1	3.5	99
PENTHOUSE	5129	*213	4.7	4.2	154	255	4.0	5.0	132	382	4.1	7.4	136	344	5.8	6.7	190
PEOPLE	21070	848	18.8	4.0	149	1057	16.7	5.0	133	1563	17.0	7.4	135	1041	17.6	4.9	140
PLAYBOY	10562	516	11.4	4.9	181	509	8.0	4.8	128	816	8.9	7.7	141	678	11.4	6.4	182
POPULAR HOT RODDING	2498	**176	3.9	7.0	261	**182	2.9	7.3	193	*254	2.8	10.2	185	**127	2.1	5.1	144
POPULAR MECHANICS	5887	*271	6.0	4.6	171	*287	4.5	4.9	129	446	4.8	7.6	138	354	6.0	6.0	170
POPULAR SCIENCE	4317	*201	4.4	4.7	173	*242	3.8	5.6	149	414	4.5	9.6	174	*285	4.8	6.6	187
PREVENTION	5792	*133	2.9	2.3	85	*150	2.4	2.6	69	248	2.7	4.3	78	*144	2.4	2.5	70
PSYCHOLOGY TODAY	3284	**142	3.1	4.3	160	*157	2.5	4.8	127	338	3.7	10.3	187	*218	3.7	6.6	188
READER'S DIGEST	40046	1224	27.1	3.1	113	1607	25.4	4.0	106	2364	25.6	5.9	107	1654	27.9	4.1	117
REDBOOK	9584	322	7.1	3.4	125	421	6.7	4.4	117	728	7.9	7.6	138	335	5.7	3.5	99
ROAD & TRACK	2590	**175	3.9	6.8	251	*211	3.3	8.1	216	*273	3.0	10.5	192	*245	4.1	9.5	268
ROLLING STONE	3302	*297	6.6	9.0	334	*230	3.6	7.0	185	403	4.4	12.2	222	388	6.6	11.8	333
RUNNER'S WORLD	1229	**75	1.7	6.1	226	**103	1.6	8.4	222	**108	1.2	8.8	160	**44	0.7	3.6	101
SATURDAY EVENING POST	2110	**22	0.5	1.0	39	**51	0.8	2.4	64	*168	1.8	8.0	145	**35	0.6	1.7	47
SCIENCE 84	1543	**23	0.5	1.5	55	**84	1.3	5.4	144	*131	1.4	8.5	154	**112	1.9	7.3	206
SCIENCE DIGEST	1747	**53	1.2	3.0	113	**74	1.2	4.2	112	**131	1.4	7.5	136	**122	2.1	7.0	198
SCIENTIFIC AMERICAN	1994	**75	1.7	3.8	140	**110	1.7	5.5	146	*183	2.0	9.2	167	**112	1.9	5.6	159
SELF	3119	*118	2.6	3.8	140	*198	3.1	6.3	168	325	3.5	10.4	190	*145	2.4	4.6	132
SEVENTEEN	3923	**134	3.0	3.4	127	**195	3.1	5.0	132	*458	5.0	11.7	212	**113	1.9	2.9	82
SKI	1501	**37	0.8	2.5	91	**112	1.8	7.5	198	*115	1.2	7.7	139	**72	1.2	4.8	136
SMITHSONIAN	5976	*253	5.6	4.2	157	358	5.7	6.0	159	544	5.9	9.1	166	262	4.4	4.4	124
SOAP OPERA DIGEST	4228	**114	2.5	2.7	100	*114	1.8	2.7	72	*244	2.6	5.8	105	*139	2.3	3.3	93
SOUTHERN LIVING	6488	**70	1.5	1.1	40	*295	4.7	4.5	121	275	3.0	4.2	77	247	4.2	3.8	108
SPORT	3500	**126	2.8	3.6	134	**194	3.1	5.5	147	*240	2.6	6.9	125	**108	1.8	3.1	87
THE SPORTING NEWS	2456	**94	2.1	3.8	142	**104	1.6	4.2	112	*176	1.9	7.2	130	**103	1.7	4.2	119
SPORTS AFIELD	3648	**61	1.3	1.7	62	**73	1.2	2.0	53	*156	1.7	4.3	78	*170	2.9	4.7	132
SPORTS ILLUSTRATED	14484	512	11.3	3.5	131	749	11.8	5.2	137	1012	11.0	7.0	127	678	11.4	4.7	133
STAR	12661	298	6.6	2.4	87	464	7.3	3.7	97	668	7.2	5.3	96	370	6.2	2.9	83
SUNDAY	52799	1625	36.0	3.1	114	2621	41.4	5.0	132	3679	39.9	7.0	127	2194	37.0	4.2	118
SUNSET	3513	**107	2.4	3.0	113	*268	4.2	7.6	202	420	4.6	12.0	218	*206	3.5	5.9	166
TV GUIDE	42766	1336	29.6	3.1	116	1652	26.1	3.9	102	2519	27.3	5.9	107	1779	30.0	4.2	118
TENNIS	1254	**42	0.9	3.3	124	**67	1.1	5.3	142	**70	0.8	5.6	102	**70	1.2	5.6	158
TIME	22054	910	20.1	4.1	153	1255	19.8	5.7	151	1797	19.5	8.1	148	1112	18.8	5.0	143
TOWN & COUNTRY	1555	**61	1.3	3.9	146	**83	1.3	5.3	142	**119	1.3	7.7	139	**83	1.4	5.3	151
TRAVEL & LEISURE	2173	**112	2.5	5.2	191	*174	2.8	8.0	212	*215	2.3	9.9	180	*120	2.0	5.5	156
TRUE STORY	4636	**94	2.1	2.0	75	*143	2.3	3.1	82	*179	1.9	3.9	70	**111	1.9	2.4	68
U.S. NEWS & WORLD REPORT	10353	293	6.5	2.8	105	387	6.1	3.7	99	743	8.1	7.2	131	490	8.3	4.7	134
USA TODAY	4994	*201	4.4	4.0	149	286	4.5	5.7	152	321	3.5	6.4	117	*288	4.9	5.8	163
US	3528	*208	4.6	5.9	219	*243	3.8	6.9	183	*309	3.4	8.8	159	*143	2.4	4.1	115
VOGUE	5424	*246	5.4	4.5	168	*280	4.4	5.2	137	514	5.6	9.5	172	*215	3.6	4.0	112
WALL STREET JOURNAL	6292	260	5.8	4.1	153	401	6.3	6.4	169	420	4.6	6.7	121	405	6.8	6.4	182
WEIGHT WATCHERS	2762	**111	2.5	4.0	149	**100	1.6	3.6	96	*140	1.5	5.1	92	*101	1.7	3.7	104
WOMAN'S DAY	16320	576	12.7	3.5	131	612	9.7	3.8	99	1009	10.9	6.2	112	597	10.1	3.7	104
WORKING MOTHER	1496	**38	0.8	2.5	94	**102	1.6	6.8	181	**121	1.3	8.1	147	**23	0.4	1.5	44
WORKING WOMAN	1851	**56	1.2	3.0	112	**98	1.5	5.3	140	*147	1.6	7.9	144	**101	1.7	5.5	155
WORLD TENNIS	580	**29	0.6	5.0	186	**36	0.6	6.2	165	**38	0.4	6.6	119	**60	1.0	10.3	293
ZIFF-DAVIS MAG NETWK (GROSS)	12412	397	8.8	3.2	119	671	10.6	5.4	143	1037	11.2	8.4	152	685	11.6	5.5	156
BLAIR INSERTS	91671	2888	63.9	3.2	117	4123	65.2	4.5	119	6022	65.3	6.6	120	3991	67.4	4.4	123
DAILY NEWSPAPERS																	
READ ANY	109190	3124	69.1	2.9	106	4458	70.5	4.1	108	6290	68.2	5.8	105	3992	67.4	3.7	104
READ ONE	89587	2324	51.4	2.6	96	3454	54.6	3.9	102	4794	52.0	5.4	97	2895	48.9	3.2	92
READ TWO OR MORE	19602	800	17.7	4.1	151	1005	15.9	5.1	136	1496	16.2	7.6	139	1097	18.5	5.6	158
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3184	70.4	2.9	108	4703	74.4	4.3	114	6884	74.7	6.3	114	4396	74.2	4.0	114
READ ONE	95074	2624	58.1	2.8	102	3880	61.4	4.1	108	5487	59.5	5.8	105	3528	59.6	3.7	105
READ TWO OR MORE	14588	560	12.4	3.8	142	824	13.0	5.6	150	1397	15.2	9.6	174	867	14.6	5.9	168
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.57				33.62				31.56				31.95			
30 DAY REACH	149706	4107	90.9	2.7	102	5705	90.2	3.8	101	8506	92.3	5.7	103	5495	92.8	3.7	104
50 SHWG - 30 DAY AV FREQ	15.16	16.52				17.80				16.49				16.98			
30 DAY REACH	142406	3929	86.9	2.8	102	5413	85.6	3.8	101	8126	88.1	5.7	104	5179	87.4	3.6	103
25 SHWG - 30 DAY AV FREQ	8.23	8.77				9.50				9.02				9.06			
30 DAY REACH	131152	3699	81.8	2.8	105	5062	80.0	3.9	102	7453	80.8	5.7	103	4849	81.9	3.7	105
CABLE TV: HOME WIRED	56879	2037	45.1	3.0	113	2748	43.5	4.1	109	3952	42.9	5.9	108	2941	49.7	4.4	125
HOME NOT WIRED	100848	2483	54.9	2.5	91	3576	56.5	3.5	94	5267	57.1	5.2	95	2982	50.3	3.0	84
HAVE PAY CABLE	35024	1164	25.8	3.3	123	1605	25.4	4.6	122	2419	26.2	6.9	126	1742	29.4	5.0	141

	TOTAL U.S. '000	SMIRNOFF				WOLFSCHMIDT				A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL ADULTS	167727	24319	100.0	14.5	100	3217	100.0	1.9	100								
MALES	79263	11537	47.4	14.6	100	1588	49.4	2.0	104								
FEMALES	88464	12782	52.6	14.4	100	1629	50.6	1.8	96								
18 - 24	28671	5152	21.2	18.0	124	*880	27.4	3.1	160								
25 - 34	39536	7266	29.9	18.4	127	676	21.0	1.7	89								
35 - 44	28978	4842	19.9	16.7	115	604	18.8	2.1	109								
45 - 54	22345	3126	12.9	14.0	96	*471	14.6	2.1	110								
55 - 64	22224	2679	11.0	12.1	83	*397	12.3	1.8	93								
65 OR OLDER	25973	1255	5.2	4.8	33	*189	5.9	0.7	38								
18 - 34	68207	12418	51.1	18.2	126	1556	48.4	2.3	119								
18 - 49	108058	19027	78.2	17.6	121	2379	74.0	2.2	115								
25 - 54	90859	15233	62.6	16.8	116	1752	54.5	1.9	101								
35 - 49	39851	6610	27.2	16.6	114	823	25.6	2.1	108								
50 OR OLDER	59669	5292	21.8	8.9	61	838	26.0	1.4	73								
GRADUATED COLLEGE	28091	5407	22.2	19.2	133	809	25.1	2.9	150								
ATTENDED COLLEGE	28938	5460	22.5	18.9	130	738	22.9	2.6	133								
GRADUATED HIGH SCHOOL	65503	10322	42.4	15.8	109	1195	37.1	1.8	95								
DID NOT GRADUATE HIGH SCHOOL	45195	3130	12.9	6.9	48	*475	14.8	1.1	55								
EMPLOYED MALES	56429	9458	38.9	16.8	116	1147	35.7	2.0	106								
EMPLOYED FEMALES	43971	8381	34.5	19.1	131	1201	37.3	2.7	142								
EMPLOYED FULL-TIME	87773	15597	64.1	17.8	123	2022	62.9	2.3	120								
EMPLOYED PART-TIME	12627	2242	9.2	17.8	122	**326	10.1	2.6	135								
NOT EMPLOYED	67327	6480	26.6	9.6	66	869	27.0	1.3	67								
PROFESSIONAL/MANAGER	25845	5233	21.5	20.2	140	811	25.2	3.1	164								
TECH/CLERICAL/SALES	30895	6385	26.3	20.7	143	736	22.9	2.4	124								
PRECISION/CRAFT	12629	1930	7.9	15.3	105	**152	4.7	1.2	63								
OTHER EMPLOYED	31031	4291	17.6	13.8	95	*650	20.2	2.1	109								
SINGLE	35557	6478	26.6	18.2	126	1216	37.8	3.4	178								
MARRIED	103585	14363	59.1	13.9	96	1614	50.2	1.6	81								
DIVORCED/SEPARATED/WIDOWED	28585	3479	14.3	12.2	84	387	12.0	1.4	71								
PARENTS	59295	9254	38.1	15.6	108	983	30.6	1.7	86								
WHITE	146081	22379	92.0	15.3	106	2851	88.6	2.0	102								
BLACK	17974	1507	6.2	8.4	58	*350	10.9	1.9	102								
OTHER	3672	*433	1.8	11.8	81	**17	0.5	0.5	24								
NORTHEAST-CENSUS	37005	6047	24.9	16.3	113	1189	37.0	3.2	168								
NORTH CENTRAL	42642	5820	23.9	13.6	94	807	25.1	1.9	99								
SOUTH	56777	6386	26.3	11.2	78	*362	11.3	0.6	33								
WEST	31303	6067	24.9	19.4	134	860	26.7	2.7	143								
NORTHEAST-MKTG.	38125	6199	25.5	16.3	112	1174	36.5	3.1	161								
EAST CENTRAL	24794	2797	11.5	11.3	78	*225	7.0	0.9	47								
WEST CENTRAL	28511	4258	17.5	14.9	103	*686	21.3	2.4	125								
SOUTH	48953	5566	22.9	11.4	78	*305	9.5	0.6	32								
PACIFIC	27344	5500	22.6	20.1	139	827	25.7	3.0	158								
COUNTY SIZE A	69301	11474	47.2	16.6	114	2132	66.3	3.1	160								
COUNTY SIZE B	50633	7197	29.6	14.2	98	694	21.6	1.4	71								
COUNTY SIZE C	26259	3604	14.8	13.7	95	**360	11.2	1.4	71								
COUNTY SIZE D	21534	2044	8.4	9.5	65	**31	1.0	0.1	8								
METRO CENTRAL CITY	50014	7071	29.1	14.1	98	1219	37.9	2.4	127								
METRO SUBURBAN	76832	12541	51.6	16.3	113	1847	57.4	2.4	125								
NON METRO	40881	4708	19.4	11.5	79	**151	4.7	0.4	19								
TOP 5 ADI'S	39550	7155	29.4	18.1	125	1780	55.3	4.5	235								
TOP 10 ADI'S	54877	9056	37.2	16.5	114	1882	58.5	3.4	179								
TOP 20 ADI'S	77516	12459	51.2	16.1	111	2244	69.8	2.9	151								
HSGLD INC. \$50,000 OR MORE	17257	3799	15.6	22.0	152	664	20.6	3.8	201								
\$40,000 OR MORE	33235	6669	27.4	20.1	138	1269	39.4	3.8	199								
\$30,000 OR MORE	59693	11461	47.1	19.2	132	1768	55.0	3.0	154								
\$25,000 OR MORE	76275	14374	59.1	18.8	130	2189	68.0	2.9	150								
\$20,000 - \$24,999	18607	2728	11.2	14.7	101	*348	10.8	1.9	98								
\$15,000 - \$19,999	17175	2335	9.6	13.6	94	**167	5.2	1.0	51								
\$10,000 - \$14,999	24569	2862	11.8	11.6	80	**204	6.3	0.8	43								
UNDER \$10,000	31101	2020	8.3	6.5	45	*309	9.6	1.0	52								
HOUSEHOLD OF 1 PERSON	19441	2594	10.7	13.3	92	342	10.6	1.8	92								
2 PEOPLE	51803	6897	28.4	13.3	92	853	26.5	1.6	86								
3 OR 4 PEOPLE	66933	10811	44.5	16.2	111	1543	48.0	2.3	120								
5 OR MORE PEOPLE	29550	4018	16.5	13.6	94	*479	14.9	1.6	85								
NO CHILD IN HSHLD	96587	13442	55.3	13.9	96	1929	60.0	2.0	104								
CHILD(REN) UNDER 2 YRS	10844	1390	5.7	12.8	88	**235	7.3	2.2	113								
2 - 5 YEARS	26358	4011	16.5	15.2	105	*453	14.1	1.7	90								
6 - 11 YEARS	30453	4698	19.3	15.4	106	*414	12.9	1.4	71								
12 - 17 YEARS	36575	5491	22.6	15.0	104	759	23.6	2.1	108								
RESIDENCE OWNED	117770	16825	69.2	14.3	99	2416	75.1	2.1	107								
VALUE: \$50,000 OR MORE	70166	11790	48.5	16.8	116	1976	61.4	2.8	147								
VALUE: UNDER \$50,000	47604	5035	20.7	10.6	73	*440	13.7	0.9	48								

			SMIRNOFF				WOLFSCHMIDT												
			TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS			167727	24319	100.0	14.5	100	3217	100.0	1.9	100								
MAGAZINES	QUINTILE 1		34022	7005	28.8	20.6	142	1117	34.7	3.3	171								
	QUINTILE 2		34800	5939	24.4	17.1	118	897	27.9	2.6	134								
	QUINTILE 3		30514	4414	18.2	14.5	100	*382	11.9	1.3	65								
	QUINTILE 4		33324	4175	17.2	12.5	86	498	15.5	1.5	78								
	QUINTILE 5		35066	2786	11.5	7.9	55	*323	10.0	0.9	48								
NEWSPAPERS	QUINTILE 1		29107	5449	22.4	18.7	129	924	28.7	3.2	166								
	QUINTILE 2		49095	7273	29.9	14.8	102	1026	31.9	2.1	109								
	QUINTILE 3		23107	3680	15.1	15.9	110	*379	11.8	1.6	86								
	QUINTILE 4		33556	4685	19.3	14.0	96	601	18.7	1.8	93								
	QUINTILE 5		32863	3231	13.3	9.8	68	*288	9.0	0.9	46								
OUTDOOR	QUINTILE 1		33431	5979	24.6	17.9	123	1120	34.8	3.4	175								
	QUINTILE 2		33478	5090	20.9	15.2	105	571	17.7	1.7	89								
	QUINTILE 3		33574	4804	19.8	14.3	99	649	20.2	1.9	101								
	QUINTILE 4		33935	4591	18.9	13.5	93	*525	16.3	1.5	81								
	QUINTILE 5		33310	3855	15.9	11.6	80	*352	10.9	1.1	55								
RADIO-DRIVE TIME	QUINTILE 1		33136	5298	21.8	16.0	110	*549	17.1	1.7	86								
	QUINTILE 2		31658	4738	19.5	15.0	103	872	27.1	2.8	144								
	QUINTILE 3		32541	5597	23.0	17.2	119	605	18.8	1.9	97								
	QUINTILE 4		34247	4693	19.3	13.7	95	549	17.1	1.6	84								
	QUINTILE 5		36144	3995	16.4	11.1	76	643	20.0	1.8	93								
RADIO-MID- DAY	TERCILE 1		45037	6916	28.4	15.4	106	633	19.7	1.4	73								
	TERCILE 2		44819	6425	26.4	14.3	99	880	27.4	2.0	102								
	TERCILE 3		77872	10979	45.1	14.1	97	1704	53.0	2.2	114								
RADIO-TOTAL	QUINTILE 1		33763	5434	22.3	16.1	111	*572	17.8	1.7	88								
	QUINTILE 2		33240	4965	20.4	14.9	103	589	18.3	1.8	92								
	QUINTILE 3		33408	5470	22.5	16.4	113	954	29.7	2.9	149								
	QUINTILE 4		34792	5173	21.3	14.9	103	637	19.8	1.8	95								
	QUINTILE 5		32524	3278	13.5	10.1	70	*466	14.5	1.4	75								
TV-PRIME TIME	QUINTILE 1		33090	4341	17.9	13.1	90	622	19.3	1.9	98								
	QUINTILE 2		33357	5108	21.0	15.3	106	660	20.5	2.0	103								
	QUINTILE 3		33980	5390	22.2	15.9	109	563	17.5	1.7	86								
	QUINTILE 4		33854	4915	20.2	14.5	100	759	23.6	2.2	117								
	QUINTILE 5		33444	4564	18.8	13.6	94	612	19.0	1.8	95								
TV-DAYTIME	TERCILE 1		49121	5568	22.9	11.3	78	681	21.2	1.4	72								
	TERCILE 2		48823	7689	31.6	15.7	109	859	26.7	1.8	92								
	TERCILE 3		69782	11062	45.5	15.9	109	1677	52.1	2.4	125								
TV-TOTAL	QUINTILE 1		33584	3912	16.1	11.6	80	*461	14.3	1.4	72								
	QUINTILE 2		33441	4498	18.5	13.5	93	636	19.8	1.9	99								
	QUINTILE 3		33505	5641	23.2	16.8	116	682	21.2	2.0	106								
	QUINTILE 4		33466	5406	22.2	16.2	111	719	22.4	2.1	112								
	QUINTILE 5		33731	4862	20.0	14.4	99	718	22.3	2.1	111								
MAGAZINES-NEWSPAPERS: DUAL			44503	8509	35.0	19.1	132	1369	42.6	3.1	160								
MAGAZINE IMPERATIVE			39363	6603	27.2	16.8	116	799	24.8	2.0	106								
NEWSPAPER IMPERATIVE			46441	6033	24.8	13.0	90	723	22.5	1.6	81								
MAGAZINES-OUTDOOR: DUAL			33726	6933	28.5	20.6	142	1128	35.1	3.3	174								
MAGAZINE IMPERATIVE			52846	8417	34.6	15.9	110	1046	32.5	2.0	103								
OUTDOOR IMPERATIVE			52140	6238	25.7	12.0	83	734	22.8	1.4	73								
MAGAZINES-RADIO: DUAL			37081	6784	27.9	18.3	126	803	25.0	2.2	113								
MAGAZINE IMPERATIVE			49747	8771	36.1	17.6	122	1451	45.1	2.9	152								
RADIO IMPERATIVE			49208	6413	26.4	13.0	90	701	21.8	1.4	74								
MAGAZINES-TELEVISION: DUAL			33103	5500	22.6	16.6	115	732	22.8	2.2	115								
MAGAZINE IMPERATIVE			54575	10352	42.6	19.0	131	1545	48.0	2.8	148								
TELEVISION IMPERATIVE			53249	5499	22.6	10.3	71	625	19.4	1.2	61								
NEWSPAPERS-OUTDOOR: DUAL			36255	6407	26.3	17.7	122	990	30.8	2.7	142								
NEWSPAPER IMPERATIVE			55591	8316	34.2	15.0	103	1098	34.1	2.0	103								
OUTDOOR IMPERATIVE			48319	6988	28.7	14.5	100	921	28.6	1.9	99								
NEWSPAPERS-RADIO: DUAL			37242	6466	26.6	17.4	120	830	25.8	2.2	116								
NEWSPAPER IMPERATIVE			54423	8424	34.6	15.5	107	1357	42.2	2.5	130								
RADIO IMPERATIVE			46650	6589	27.1	14.1	97	725	22.5	1.6	81								
NEWSPAPERS-TELEVISION: DUAL			35974	5165	21.2	14.4	99	709	22.0	2.0	103								
NEWSPAPER IMPERATIVE			56095	9812	40.3	17.5	121	1514	47.1	2.7	141								
TELEVISION IMPERATIVE			47170	5638	23.2	12.0	82	623	19.4	1.3	69								
OUTDOOR-RADIO: DUAL			33748	5580	22.9	16.5	114	705	21.9	2.1	109								
OUTDOOR IMPERATIVE			52785	8080	33.2	15.3	106	1350	42.0	2.6	133								
RADIO IMPERATIVE			52882	7737	31.8	14.6	101	914	28.4	1.7	90								
OUTDOOR-TELEVISION: DUAL			32030	4952	20.4	15.5	107	617	19.2	1.9	100								
OUTDOOR IMPERATIVE			54626	9210	37.9	16.9	116	1440	44.8	2.6	137								
TELEVISION IMPERATIVE			54874	6777	27.9	12.4	85	750	23.3	1.4	71								
RADIO-TELEVISION: DUAL			33386	4622	19.0	13.8	95	686	21.3	2.1	107								
RADIO IMPERATIVE			53810	9045	37.2	16.8	116	1128	35.1	2.1	109								
TELEVISION IMPERATIVE			54023	7125	29.3	13.2	91	879	27.3	1.6	85								

	TOTAL U.S. '000	SMIRNOFF				WOLFSCHMIDT				A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX								
TOTAL ADULTS	167727	24319	100.0	14.5	100	3217	100.0	1.9	100								
ATLANTIC MONTHLY	867	*116	0.5	13.4	92	**16	0.5	1.8	96								
BARRON'S	1580	335	1.4	21.2	146	**88	2.7	5.6	290								
BETTER HOMES & GARDENS	22203	3654	15.0	16.5	114	612	19.0	2.8	144								
BON APPETIT	3810	823	3.4	21.6	149	*293	9.1	7.7	401								
BUSINESS WEEK	4663	941	3.9	20.2	139	*201	6.2	4.3	225								
CAR AND DRIVER	3102	685	2.8	22.1	152	**119	3.7	3.8	200								
CBS MAGAZINE NETWORK (GROSS)	7311	1680	6.9	23.0	158	*298	9.3	4.1	213								
CHANGING TIMES	3400	603	2.5	17.7	122	**77	2.4	2.3	118								
COLONIAL HOMES	1796	367	1.5	20.4	141	**30	0.9	1.7	87								
CONDE NAST MAG. PKG. (GROSS)	19924	3993	16.4	20.0	138	856	26.6	4.3	224								
CONSUMERS DIGEST	3125	586	2.4	18.8	129	**94	2.9	3.0	157								
COSMOPOLITAN	10577	2360	9.7	22.3	154	*369	11.5	3.5	182								
COUNTRY LIVING	3746	696	2.9	18.6	128	**48	1.5	1.3	67								
CUISINE	2214	594	2.4	26.8	185	**152	4.7	6.9	358								
CYCLE WORLD	2394	466	1.9	19.5	134	**125	3.9	5.2	272								
DCI:CREATIVE IDEAS FOR LIV	3068	420	1.7	13.7	94	**29	0.9	0.9	49								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1447	6.0	15.1	104	**90	2.8	0.9	49								
DISCOVER	2277	390	1.6	17.1	118	**84	2.6	3.7	192								
EBONY	7187	741	3.0	10.3	71	*207	6.4	2.9	150								
ESQUIRE	2560	386	1.6	15.1	104	**72	2.2	2.8	147								
ESSENCE	3242	358	1.5	11.0	76	**87	2.7	2.7	140								
FAMILY CIRCLE	19639	3216	13.2	16.4	113	517	16.1	2.6	137								
THE FAMILY HANDYMAN	3540	697	2.9	19.7	136	**66	2.1	1.9	97								
FAMILY WEEKLY	23924	3421	14.1	14.3	99	*275	8.5	1.1	60								
FIELD & STREAM	9883	1333	5.5	13.5	93	**106	3.3	1.1	56								
FOOD & WINE	1030	251	1.0	24.4	168	**23	0.7	2.2	116								
FORBES	2679	585	2.4	21.8	151	**116	3.6	4.3	226								
FORTUNE	2931	642	2.6	21.9	151	*214	6.7	7.3	381								
GENTLEMEN'S QUARTERLY	3481	766	3.1	22.0	152	**124	3.9	3.6	186								
GLAMOUR	7163	1512	6.2	21.1	146	*375	11.7	5.2	273								
GOLF DIGEST	2355	561	2.3	23.8	164	*114	3.5	4.8	252								
GOLF DIGEST/TENNIS (GROSS)	3610	785	3.2	21.7	150	*122	3.8	3.4	176								
GOLF MAGAZINE	2046	490	2.0	23.9	165	**93	2.9	4.5	237								
GOLF MAGAZINE/SKI (GROSS)	3547	852	3.5	24.0	166	*131	4.1	3.7	193								
GOOD HOUSEKEEPING	20353	3508	14.4	17.2	119	468	14.5	2.3	120								
HARPER'S BAZAAR	3362	608	2.5	18.1	125	**152	4.7	4.5	236								
HEALTH	2987	400	1.6	13.4	92	**91	2.8	3.0	159								
HEARST MAG CORP. BUY (GROSS)	67928	12946	53.2	19.1	131	1709	53.1	2.5	131								
HEARST MAN POWER (GROSS)	11282	2044	8.4	18.1	125	*204	6.3	1.8	94								
HEARST WOMAN POWER (GROSS)	40514	7782	32.0	19.2	132	1101	34.2	2.7	142								
HOUSE BEAUTIFUL	4885	973	4.0	19.9	137	**127	3.9	2.6	136								
INC.	1308	319	1.3	24.4	168	**69	2.1	5.3	275								
JET	6498	707	2.9	10.9	75	*193	6.0	3.0	155								
LADIES' HOME JOURNAL	14797	2606	10.7	17.6	121	406	12.6	2.7	143								
LHJ FAMILY GRP COMBO(GROSS)	21743	3866	15.9	17.8	123	562	17.5	2.6	135								
LIFE	9881	1792	7.4	18.1	125	*316	9.8	3.2	167								
L.A. TIMES HOME MAGAZINE	2775	646	2.7	23.3	161	**84	2.6	3.0	158								
MADEMOISELLE	4219	818	3.4	19.4	134	**158	4.9	3.7	195								
MC CALL'S	16422	3058	12.6	18.6	128	653	20.3	4.0	207								
MC CALL'S/WRK MOTHER (GROSS)	17919	3303	13.6	18.4	127	764	23.7	4.3	222								
MECHANIX ILLUSTRATED	4433	738	3.0	16.6	115	**118	3.7	2.7	139								
METROPOLITAN HOME	1504	283	1.2	18.8	130	**49	1.5	3.3	170								
MONEY	4723	909	3.7	19.2	133	*272	8.5	5.8	300								
MOTHER EARTH NEWS	2325	423	1.7	18.2	125	**25	0.8	1.1	56								
MS.	1189	284	1.2	23.9	165	**90	2.8	7.6	395								
NATIONAL ENQUIRER	18892	2700	11.1	14.3	99	*233	7.2	1.2	64								
NATIONAL GEOGRAPHIC	22129	4370	18.0	19.7	136	583	18.1	2.6	137								
NATIONAL SUNDAY MAGAZINE PKG	103750	16930	69.6	16.3	113	2369	73.6	2.3	119								
NATURAL HISTORY	1379	*279	1.1	20.2	140	**84	2.6	6.1	318								
NEW WOMAN	2289	380	1.6	16.6	114	**109	3.4	4.8	248								
NEW YORK INCLUDING CUE	1088	195	0.8	17.9	124	**60	1.9	5.5	288								
THE NEW YORKER	2459	546	2.2	22.2	153	**62	1.9	2.5	131								
NEWSWEEK	16527	3233	13.3	19.6	135	618	19.2	3.7	195								
THE N.Y. TIMES DAILY EDITION	2739	531	2.2	19.4	134	*167	5.2	6.1	318								
THE N.Y. TIMES MAGAZINE	4443	941	3.9	21.2	146	*259	8.1	5.8	304								
OMNI	2799	632	2.6	22.6	156	**106	3.3	3.8	197								
ON CABLE	2209	314	1.3	14.2	98	**22	0.7	1.0	52								
1001 HOME IDEAS	3959	861	3.5	21.7	150	**65	2.0	1.6	86								
ORGANIC GARDENING	3111	393	1.6	12.6	87	**66	2.1	2.1	111								
OUTDOOR LIFE	5024	771	3.2	15.3	106	**70	2.2	1.4	73								
PARADE MAGAZINE	51292	8980	36.9	17.5	121	1430	44.5	2.8	145								

	TOTAL U.S. '000	SMIRNOFF				WOLFSCHMIDT											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	24319	100.0	14.5	100	3217	100.0	1.9	100								
PARENTS	5298	1038	4.3	19.6	135	**152	4.7	2.9	150								
PENTHOUSE	5129	1127	4.6	22.0	152	**145	4.5	2.8	147								
PEOPLE	21070	4200	17.3	19.9	137	658	20.5	3.1	163								
PLAYBOY	10562	2378	9.8	22.5	155	*309	9.6	2.9	153								
POPULAR HOT RODDING	2498	539	2.2	21.6	149	**54	1.7	2.2	113								
POPULAR MECHANICS	5887	1040	4.3	17.7	122	**98	3.0	1.7	87								
POPULAR SCIENCE	4317	804	3.3	18.6	128	**128	4.0	3.0	155								
PREVENTION	5792	717	2.9	12.4	85	*60	1.9	1.0	54								
PSYCHOLOGY TODAY	3284	706	2.9	21.5	148	**130	4.0	4.0	206								
READER'S DIGEST	40046	6083	25.0	15.2	105	849	26.4	2.1	111								
REDDOOK	9584	1914	7.9	20.0	138	*264	8.2	2.8	144								
ROAD & TRACK	2590	675	2.8	26.1	180	**57	1.8	2.2	115								
ROLLING STONE	3302	974	4.0	29.5	203	**165	5.1	5.0	261								
RUNNER'S WORLD	1229	*256	1.1	20.8	144	**57	1.8	4.6	242								
SATURDAY EVENING POST	2110	381	1.6	18.1	125	**32	1.0	1.5	79								
SCIENCE 84	1543	277	1.1	18.0	124	**85	2.6	5.5	287								
SCIENCE DIGEST	1747	402	1.7	23.0	159	**64	2.0	3.7	191								
SCIENTIFIC AMERICAN	1994	309	1.3	15.5	107	**129	4.0	6.5	337								
SELF	3119	715	2.9	22.9	158	**107	3.3	3.4	179								
SEVENTEEN	3923	667	2.7	17.0	117	**147	4.6	3.7	195								
SKI	1501	361	1.5	24.1	166	**38	1.2	2.5	132								
SMITHSONIAN	5976	1230	5.1	20.6	142	*194	6.0	3.2	169								
SOAP OPERA DIGEST	*228	640	2.6	15.1	104	**91	2.8	2.2	112								
SOUTHERN LIVING	*488	1028	4.2	15.8	109	**61	1.9	0.9	49								
SPORT	3500	690	2.8	19.7	136	**188	5.8	5.4	280								
THE SPORTING NEWS	2456	482	2.0	19.6	135	**83	2.6	3.4	176								
SPORTS AFIELD	3648	602	2.5	16.5	114	**43	1.3	1.2	61								
SPORTS ILLUSTRATED	14484	2843	11.7	19.6	135	404	12.6	2.8	145								
STAR	12661	1841	7.6	14.5	100	*194	6.0	1.5	80								
SUNDAY	52799	8772	36.1	16.6	115	1255	39.0	2.4	124								
SUNSET	3513	839	3.4	23.9	165	**166	5.2	4.7	246								
TV GUIDE	42766	6846	28.2	16.0	110	865	26.9	2.0	105								
TENNIS	1254	*224	0.9	17.9	123	**8	0.2	0.6	33								
TIME	22054	4259	17.5	19.3	133	664	20.6	3.0	157								
TOWN & COUNTRY	1555	340	1.4	21.9	151	**28	0.9	1.8	94								
TRAVEL & LEISURE	2173	497	2.0	22.9	158	**128	4.0	5.9	307								
TRUE STORY	4636	682	2.8	14.7	101	**93	2.9	2.0	105								
U.S. NEWS & WORLD REPORT	10353	1635	6.7	15.8	109	*246	7.6	2.4	124								
USA TODAY	4994	973	4.0	19.5	134	*92	2.9	1.8	96								
US	3528	743	3.1	21.1	145	**85	2.6	2.4	126								
YOGUE	5424	948	3.9	17.5	121	*216	6.7	4.0	208								
MALL STREET JOURNAL	6292	1256	5.2	20.0	138	303	9.4	4.8	251								
WEIGHT WATCHERS	2762	424	1.7	15.4	106	**79	2.5	2.9	149								
WOMAN'S DAY	16320	2753	11.3	16.9	116	486	15.1	3.0	155								
WORKING MOTHER	1496	*245	1.0	16.4	113	**110	3.4	7.4	383								
WORKING WOMAN	1851	425	1.7	23.0	158	**68	2.1	3.7	192								
WORLD TENNIS	580	**138	0.6	23.8	164	**14	0.4	2.4	126								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2562	10.5	20.6	142	360	11.2	2.9	151								
BLAIR INSERTS	91671	15445	63.5	16.8	116	2271	70.6	2.5	129								
DAILY NEWSPAPERS																	
READ ANY	109190	16781	69.0	15.4	106	2423	75.3	2.2	116								
READ ONE	89587	13038	53.6	14.6	100	1792	55.7	2.0	104								
READ TWO OR MORE	19602	3743	15.4	19.1	132	631	19.6	3.2	168								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	17785	73.1	16.2	112	2522	78.4	2.3	120								
READ ONE	95074	14954	61.5	15.7	108	2008	62.4	2.1	110								
READ TWO OR MORE	14588	2830	11.6	19.4	134	514	16.0	3.5	184								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.84				35.29											
30 DAY REACH	149706	22237	91.4	14.9	102	3023	94.0	2.0	105								
50 SHWG - 30 DAY AV FREQ	15.16	17.16				18.24											
30 DAY REACH	142406	21313	87.6	15.0	103	2943	91.5	2.1	108								
25 SHWG - 30 DAY AV FREQ	8.23	9.24				9.53											
30 DAY REACH	131152	19833	81.6	15.1	104	2825	87.8	2.2	112								
CABLE TV: HOME WIRED	66879	11242	46.2	16.8	116	1335	41.5	2.0	104								
HOME NOT WIRED	100848	13077	53.8	13.0	89	1882	58.5	1.9	97								
HAVE PAY CABLE	35024	7000	28.8	20.0	138	786	24.4	2.2	117								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BLENDED WHISKEY OR RYE

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-21

		'000	%	UNWEIGHTED
3A. DO YOU YOURSELF DRINK IT?				
	YES	18082	10.8	2211
	NO	149645	89.2	16899

IF YOU DO

3B. WHO DECIDES WHICH BRANDS OF
BLENDED WHISKEY OR RYE YOU DRINK?
(MARK AS MANY AS APPLY)

YOURSELF	12738	7.6	1605
YOUR HUSBAND/WIFE	4059	2.4	478
LIQUOR DEALER	453	.3	65
OTHER MALE	1545	.9	146
OTHER FEMALE	654	.4	71
DO NOT KNOW	1656	1.0	186

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
3C. WHICH BRANDS DO YOU DRINK?									
CALVERT EXTRA	2066	1.2	480	.3	954	.6	632	.4	273
FLEISCHMANN'S PREFERRED	934	.6	358	.2	404	.2	171	.1	128
FOUR ROSES	1593	.9	148	.1	1140	.7	305	.2	214
IMPERIAL	1259	.8	331	.2	681	.4	247	.1	170
J.W. DANT	721	.4	189	.1	432	.3	100	.1	103
KESSLER	2748	1.6	988	.6	1303	.8	457	.3	323
SCHENLEY RESERVE	872	.5	209	.1	507	.3	155	.1	118
SCHENLEY XL	239	.1	69	*	139	.1	31	*	34
SEAGRAMS 7 CROWN	12336	7.4	7470	4.5	3701	2.2	1165	.7	1419
OTHER BRANDS	2712	1.6	1311	.8	655	.4	746	.4	340
DO NOT KNOW	637	.4							74

IN LAST 7 DAYS

		'000	%	UNWEIGHTED
3D. ABOUT HOW MANY DRINKS OR GLASSES OF RYE OR BLENDED WHISKEY DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?				
14 OR MORE	H	295	.2	38
8 - 13	H	385	.2	50
7	H	516	.3	71
5 - 6	H	614	.4	76
3 - 4	H	1492	.9	210
2	H	1468	.9	209
1	H	1887	1.1	232
NONE	L	11424	6.8	1325

IN LAST 30 DAYS

	'000	%	UNWEIGHTED
14 OR MORE	1065	.6	125
8 - 13	833	.5	111
7	931	.6	113
5 - 6	891	.5	129
3 - 4	1940	1.2	275
2	1861	1.1	226
1	2057	1.2	236
NONE	8504	5.1	996

... AND HOW MANY DRINKS OR GLASSES
DID YOU HAVE IN THE LAST 30 DAYS?

14 OR MORE	1065	.6	125
8 - 13	833	.5	111
7	931	.6	113
5 - 6	891	.5	129
3 - 4	1940	1.2	275
2	1861	1.1	226
1	2057	1.2	236
NONE	8504	5.1	996

BLENDED WHISKEY OR RYE: USAGE IN LAST 7 DAYS
(ADULTS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	18082	100.0	10.8	100	6658	100.0	4.0	100	11424	100.0	6.8	100				
MALES	79263	9939	55.0	12.5	116	3924	58.9	5.0	125	6015	52.7	7.6	111				
FEMALES	88464	8143	45.0	9.2	85	2734	41.1	3.1	78	5409	47.3	6.1	90				
18 - 24	28671	3187	17.6	11.1	103	1241	18.6	4.3	109	1946	17.0	6.8	100				
25 - 34	39536	4170	23.1	10.5	98	1249	18.8	3.2	80	2921	25.6	7.4	108				
35 - 44	28978	3194	17.7	11.0	102	1016	15.3	3.5	88	2178	19.1	7.5	110				
45 - 54	22345	2532	14.0	11.3	105	925	13.9	4.1	104	1606	14.1	7.2	106				
55 - 64	22224	2538	14.0	11.4	106	992	14.9	4.5	112	1546	13.5	7.0	102				
65 OR OLDER	25973	2461	13.6	9.5	88	1234	18.5	4.8	120	1227	10.7	4.7	69				
18 - 34	68207	7357	40.7	10.8	100	2490	37.4	3.7	92	4867	42.6	7.1	105				
18 - 49	108058	11773	65.1	10.9	101	3986	59.9	3.7	93	7786	68.2	7.2	106				
25 - 54	90859	9895	54.7	10.9	101	3190	47.9	3.5	88	6705	58.7	7.4	108				
35 - 49	39851	4416	24.4	11.1	103	1496	22.5	3.8	95	2920	25.6	7.3	108				
50 OR OLDER	59669	6309	34.9	10.6	98	2671	40.1	4.5	113	3638	31.8	6.1	90				
GRADUATED COLLEGE	28091	3226	17.8	11.5	107	1043	15.7	3.7	94	2182	19.1	7.8	114				
ATTENDED COLLEGE	28938	3368	18.6	11.6	108	891	13.4	3.1	78	2478	21.7	8.6	126				
GRADUATED HIGH SCHOOL	65503	7656	42.3	11.7	108	2963	44.5	4.5	114	4693	41.1	7.2	105				
DID NOT GRADUATE HIGH SCHOOL	45195	3832	21.2	8.5	79	1761	26.4	3.9	98	2071	18.1	4.6	67				
EMPLOYED MALES	56429	7247	40.1	12.8	119	2727	41.0	4.8	122	4520	39.6	8.0	118				
EMPLOYED FEMALES	43971	4402	24.3	10.0	93	1268	19.0	2.9	73	3134	27.4	7.1	105				
EMPLOYED FULL-TIME	87773	10114	55.9	11.5	107	3612	54.3	4.1	104	6502	56.9	7.4	109				
EMPLOYED PART-TIME	12627	1535	8.5	12.2	113	*383	5.8	3.0	76	1153	10.1	9.1	134				
NOT EMPLOYED	67327	6433	35.6	9.6	89	2663	40.0	4.0	100	3770	33.0	5.6	82				
PROFESSIONAL/MANAGER	25845	3157	17.5	12.2	113	950	14.3	3.7	93	2207	19.3	8.5	125				
TECH/CLERICAL/SALES	30895	3363	18.6	10.9	101	1075	16.1	3.5	88	2288	20.0	7.4	109				
PRECISION/CRAFT	12629	1605	8.9	12.7	118	595	8.9	4.7	119	1010	8.8	8.0	117				
OTHER EMPLOYED	31031	3524	19.5	11.4	105	1375	20.7	4.4	112	2149	18.8	6.9	102				
SINGLE	35557	4221	23.3	11.9	110	1664	25.0	4.7	118	2558	22.4	7.2	106				
MARRIED	103585	11039	61.0	10.7	99	3752	56.4	3.6	91	7287	63.8	7.0	103				
DIVORCED/SEPARATED/WIDOWED	28585	2822	15.6	9.9	92	1242	18.7	4.3	109	1580	13.8	5.5	81				
PARENTS	59295	6400	35.4	10.8	100	1918	28.8	3.2	81	4482	39.2	7.6	111				
WHITE	146081	16291	90.1	11.2	103	5767	86.6	3.9	99	10524	92.1	7.2	106				
BLACK	17974	1437	7.9	8.0	74	777	11.7	4.3	109	660	5.8	3.7	54				
OTHER	3672	**354	2.0	9.6	89	**114	1.7	3.1	78	**240	2.1	6.5	96				
NORTHEAST-CENSUS	37005	5849	32.3	15.8	147	2210	33.2	6.0	150	3639	31.9	9.8	144				
NORTH CENTRAL	42642	5001	27.7	11.7	109	1649	24.8	3.9	97	3352	29.3	7.9	115				
SOUTH	56777	4234	23.4	7.5	69	1662	25.0	2.9	74	2572	22.5	4.5	67				
WEST	31303	2998	16.6	9.6	89	1137	17.1	3.6	92	1861	16.3	5.9	87				
NORTHEAST-MKTG.	38125	5583	30.9	14.6	136	2255	33.9	5.9	149	3328	29.1	8.7	128				
EAST CENTRAL	24794	3557	19.7	14.3	133	1122	16.9	4.5	114	2436	21.3	9.8	144				
WEST CENTRAL	28511	2825	15.6	9.9	92	892	13.4	3.1	79	1933	16.9	6.8	100				
SOUTH	48953	3456	19.1	7.1	65	1325	19.9	2.7	68	2131	18.7	4.4	64				
PACIFIC	27344	2661	14.7	9.7	90	1064	16.0	3.9	98	1597	14.0	5.8	86				
COUNTY SIZE A	69301	8454	46.8	12.2	113	3316	49.8	4.8	121	5138	45.0	7.4	109				
COUNTY SIZE B	50633	5411	29.9	10.7	99	1975	29.7	3.9	98	3436	30.1	6.8	100				
COUNTY SIZE C	26259	2567	14.2	9.8	91	739	11.1	2.8	71	1829	16.0	7.0	102				
COUNTY SIZE D	21534	1650	9.1	7.7	71	628	9.4	2.9	73	1022	8.9	4.7	70				
METRO CENTRAL CITY	50014	5562	30.8	11.1	103	2611	39.2	5.2	132	2951	25.8	5.9	87				
METRO SUBURBAN	76832	9151	50.6	11.9	110	2931	44.0	3.8	96	6220	54.4	8.1	119				
NON METRO	40881	3369	18.6	8.2	76	1116	16.8	2.7	69	2254	19.7	5.5	81				
TOP 5 ADI'S	39550	5222	28.9	13.2	122	2132	32.0	5.4	136	3090	27.0	7.8	115				
TOP 10 ADI'S	54877	6588	36.4	12.0	111	2802	42.1	5.1	129	3785	33.1	6.9	101				
TOP 20 ADI'S	77516	9086	50.2	11.7	109	3547	53.3	4.6	115	5539	48.5	7.1	105				
HSGLD INC. \$50,000 OR MORE	17257	2002	11.1	11.6	108	568	8.5	3.3	83	1435	12.6	8.3	122				
\$40,000 OR MORE	33235	3874	21.4	11.7	108	1309	19.7	3.9	99	2565	22.5	7.7	113				
\$30,000 OR MORE	59693	6848	37.9	11.5	106	2380	35.7	4.0	100	4469	39.1	7.5	110				
\$25,000 OR MORE	76275	8934	49.4	11.7	109	3119	46.8	4.1	103	5814	50.9	7.6	112				
\$20,000 - \$24,999	18607	2229	12.3	12.0	111	764	11.5	4.1	103	1466	12.8	7.9	116				
\$15,000 - \$19,999	17175	1987	11.0	11.6	107	858	12.9	5.0	126	1128	9.9	6.6	96				
\$10,000 - \$14,999	24569	2441	13.5	9.9	92	935	14.0	3.8	96	1506	13.2	6.1	90				
UNDER \$10,000	31101	2492	13.8	8.0	74	982	14.7	3.2	80	1510	13.2	4.9	71				
HOUSEHOLD OF 1 PERSON	19441	2065	11.4	10.6	99	982	14.7	5.1	127	1083	9.5	5.6	82				
2 PEOPLE	51803	5294	29.3	10.2	95	2170	32.6	4.2	106	3124	27.3	6.0	89				
3 OR 4 PEOPLE	66933	7502	41.5	11.2	104	2410	36.2	3.6	91	5092	44.6	7.6	112				
5 OR MORE PEOPLE	29550	3221	17.8	10.9	101	1096	16.5	3.7	93	2125	18.6	7.2	106				
NO CHILD IN HSHLD	96587	10460	57.8	10.8	100	4257	63.9	4.4	111	6203	54.3	6.4	94				
CHILD(REN) UNDER 2 YRS	10844	1065	5.9	9.8	91	*356	5.3	3.3	83	710	6.2	6.5	96				
2 - 5 YEARS	26358	2512	13.9	9.5	88	713	10.7	2.7	68	1799	15.7	6.8	100				
6 - 11 YEARS	30453	3294	18.2	10.8	100	1061	15.9	3.5	88	2232	19.5	7.3	108				
12 - 17 YEARS	36575	4068	22.5	11.1	103	1323	19.9	3.6	91	2745	24.0	7.5	110				
RESIDENCE OWNED	117770	12728	70.4	10.8	100	4515	67.8	3.8	97	8213	71.9	7.0	102				
VALUE: \$50,000 OR MORE	70166	8224	45.5	11.7	109	2791	41.9	4.0	100	5433	47.6	7.7	114				
VALUE: UNDER \$50,000	47604	4504	24.9	9.5	88	1724	25.9	3.6	91	2780	24.3	5.8	86				

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE								
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL ADULTS		167727	18082	100.0	10.8	100	6658	100.0	4.0	100	11424	100.0	6.8	100					
MAGAZINES	QUINTILE 1	34022	4296	23.8	12.6	117	1443	21.7	4.2	107	2853	25.0	8.4	123					
	QUINTILE 2	34800	3812	21.1	11.0	102	1415	21.3	4.1	102	2397	21.0	6.9	101					
	QUINTILE 3	30514	3283	18.2	10.8	100	1179	17.7	3.9	97	2104	18.4	6.9	101					
	QUINTILE 4	33324	3510	19.4	10.5	98	1251	18.8	3.8	95	2259	19.8	6.8	100					
	QUINTILE 5	35066	3182	17.6	9.1	84	1370	20.6	3.9	98	1811	15.9	5.2	76					
NEWSPAPERS	QUINTILE 1	29107	3893	21.5	13.4	124	1398	21.0	4.8	121	2496	21.8	8.6	126					
	QUINTILE 2	49095	5502	30.4	11.2	104	1984	29.8	4.0	102	3517	30.8	7.2	105					
	QUINTILE 3	23107	2673	14.8	11.6	107	1097	16.5	4.7	120	1576	13.8	6.8	100					
	QUINTILE 4	33556	3050	16.9	9.1	84	1009	15.2	3.0	76	2041	17.9	6.1	89					
	QUINTILE 5	32863	2964	16.4	9.0	84	1170	17.6	3.6	90	1794	15.7	5.5	80					
OUTDOOR	QUINTILE 1	33431	4212	23.3	12.6	117	1361	20.4	4.1	103	2851	25.0	8.5	125					
	QUINTILE 2	33478	3529	19.5	10.5	98	1169	17.6	3.5	88	2360	20.7	7.0	103					
	QUINTILE 3	33574	3587	19.8	10.7	99	1422	21.4	4.2	107	2165	19.0	6.4	95					
	QUINTILE 4	33935	3569	19.7	10.5	98	1487	22.3	4.4	110	2083	18.2	6.1	90					
	QUINTILE 5	33310	3185	17.6	9.6	89	1220	18.3	3.7	92	1965	17.2	5.9	87					
RADIO-DRIVE TIME	QUINTILE 1	33136	3600	19.9	10.9	101	1268	19.0	3.8	96	2332	20.4	7.0	103					
	QUINTILE 2	31658	3246	18.0	10.3	95	1239	18.6	3.9	99	2007	17.6	6.3	93					
	QUINTILE 3	32541	3837	21.2	11.8	109	1473	22.1	4.5	114	2364	20.7	7.3	107					
	QUINTILE 4	34247	3872	21.4	11.3	105	1319	19.8	3.9	97	2553	22.3	7.5	109					
	QUINTILE 5	36144	3527	19.5	9.8	91	1359	20.4	3.8	95	2168	19.0	6.0	88					
RADIO-MID- DAY	TERCILE 1	45037	4885	27.0	10.8	101	1851	27.8	4.1	104	3034	26.6	6.7	99					
	TERCILE 2	44819	4672	25.8	10.4	97	1777	26.7	4.0	100	2895	25.3	6.5	95					
	TERCILE 3	77872	8525	47.1	10.9	102	3030	45.5	3.9	98	5496	48.1	7.1	104					
RADIO-TOTAL	QUINTILE 1	33763	3685	20.4	10.9	101	1288	19.3	3.8	96	2397	21.0	7.1	104					
	QUINTILE 2	33240	3617	20.0	10.9	101	1573	23.6	4.7	119	2044	17.9	6.1	90					
	QUINTILE 3	33408	3434	19.0	10.3	95	1236	18.6	3.7	93	2198	19.2	6.6	97					
	QUINTILE 4	34792	3935	21.8	11.3	105	1315	19.8	3.8	95	2620	22.9	7.5	111					
	QUINTILE 5	32524	3412	18.9	10.5	97	1246	18.7	3.8	97	2166	19.0	6.7	98					
TV-PRIME TIME	QUINTILE 1	33090	3606	19.9	10.9	101	1342	20.2	4.1	102	2264	19.8	6.8	100					
	QUINTILE 2	33357	3658	20.2	11.0	102	1413	21.2	4.2	107	2245	19.7	6.7	99					
	QUINTILE 3	33980	3738	20.7	11.0	102	1279	19.2	3.8	95	2459	21.5	7.2	106					
	QUINTILE 4	33854	3510	19.4	10.4	96	1147	17.2	3.4	85	2363	20.7	7.0	102					
	QUINTILE 5	33444	3569	19.7	10.7	99	1476	22.2	4.4	111	2093	18.3	6.3	92					
TV-DAYTIME	TERCILE 1	49121	4896	27.1	10.0	92	1931	29.0	3.9	99	2965	26.0	6.0	89					
	TERCILE 2	48823	5644	31.2	11.6	107	1972	29.6	4.0	102	3673	32.2	7.5	110					
	TERCILE 3	69782	7541	41.7	10.8	100	2755	41.4	3.9	99	4786	41.9	6.9	101					
TV-TOTAL	QUINTILE 1	33584	3461	19.1	10.3	96	1409	21.2	4.2	106	2052	18.0	6.1	90					
	QUINTILE 2	33441	3800	21.0	11.4	105	1344	20.2	4.0	101	2456	21.5	7.3	108					
	QUINTILE 3	33505	3872	21.4	11.6	107	1401	21.0	4.2	105	2472	21.6	7.4	108					
	QUINTILE 4	33466	3455	19.1	10.3	96	1027	15.4	3.1	77	2429	21.3	7.3	107					
	QUINTILE 5	33731	3493	19.3	10.4	96	1477	22.2	4.4	110	2016	17.6	6.0	88					
MAGAZINES-NEWSPAPERS: DUAL		44503	5574	30.8	12.5	116	2045	30.7	4.6	116	3529	30.9	7.9	116					
MAGAZINE IMPERATIVE		39363	3919	21.7	10.0	92	1339	20.1	3.4	86	2580	22.6	6.6	96					
NEWSPAPER IMPERATIVE		46441	5246	29.0	11.3	105	1963	29.5	4.2	106	3282	28.7	7.1	104					
MAGAZINES-OUTDOOR: DUAL		33726	3691	20.4	10.9	102	1150	17.3	3.4	86	2541	22.2	7.5	111					
MAGAZINE IMPERATIVE		52846	6112	33.8	11.6	107	2403	36.1	4.5	115	3709	32.5	7.0	103					
OUTDOOR IMPERATIVE		52140	5787	32.0	11.1	103	2121	31.9	4.1	102	3666	32.1	7.0	103					
MAGAZINES-RADIO: DUAL		37081	4039	22.3	10.9	101	1599	24.0	4.3	109	2439	21.3	6.6	97					
MAGAZINE IMPERATIVE		49747	5988	33.1	12.0	112	1937	29.1	3.9	98	4051	35.5	8.1	120					
RADIO IMPERATIVE		49208	4955	27.4	10.1	93	1826	27.4	3.7	93	3128	27.4	6.4	93					
MAGAZINES-TELEVISION: DUAL		33103	4156	23.0	12.6	116	1545	23.2	4.7	118	2612	22.9	7.9	116					
MAGAZINE IMPERATIVE		54575	5919	32.7	10.8	101	2007	30.1	3.7	93	3912	34.2	7.2	105					
TELEVISION IMPERATIVE		53249	5327	29.5	10.0	93	2088	31.4	3.9	99	3238	28.3	6.1	89					
NEWSPAPERS-OUTDOOR: DUAL		36255	4476	24.8	12.3	115	1527	22.9	4.2	106	2949	25.8	8.1	119					
NEWSPAPER IMPERATIVE		55591	6392	35.4	11.5	107	2533	38.0	4.6	115	3860	33.8	6.9	102					
OUTDOOR IMPERATIVE		48319	4923	27.2	10.2	95	1699	25.5	3.5	89	3224	28.2	6.7	98					
NEWSPAPERS-RADIO: DUAL		37242	4583	25.3	12.3	114	1914	28.7	5.1	129	2670	23.4	7.2	105					
NEWSPAPER IMPERATIVE		54423	6465	35.8	11.9	110	2133	32.0	3.9	99	4332	37.9	8.0	117					
RADIO IMPERATIVE		46650	4196	23.2	9.0	83	1557	23.4	3.3	84	2639	23.1	5.7	83					
NEWSPAPERS-TELEVISION: DUAL		35974	4564	25.2	12.7	118	1654	24.8	4.6	116	2911	25.5	8.1	119					
NEWSPAPER IMPERATIVE		56095	6376	35.3	11.4	105	2329	35.0	4.2	105	4047	35.4	7.2	106					
TELEVISION IMPERATIVE		47170	4469	24.7	9.5	88	1704	25.6	3.6	91	2765	24.2	5.9	86					
OUTDOOR-RADIO: DUAL		33748	4146	22.9	12.3	114	1494	22.4	4.4	112	2652	23.2	7.9	115					
OUTDOOR IMPERATIVE		52785	5809	32.1	11.0	102	1861	28.0	3.5	89	3949	34.6	7.5	110					
RADIO IMPERATIVE		52882	5216	28.8	9.9	91	2220	33.3	4.2	106	2996	26.2	5.7	83					
OUTDOOR-TELEVISION: DUAL		32030	4019	22.2	12.5	116	1343	20.2	4.2	106	2676	23.4	8.4	123					
OUTDOOR IMPERATIVE		54626	5795	32.0	10.6	98	1941	29.2	3.6	90	3854	33.7	7.1	104					
TELEVISION IMPERATIVE		54874	5608	31.0	10.2	95	2299	34.5	4.2	106	3309	29.0	6.0	89					
RADIO-TELEVISION: DUAL		33386	3535	19.5	10.6	98	1417	21.3	4.2	107	2119	18.5	6.3	93					
RADIO IMPERATIVE		53810	5742	31.8	10.7	99	2214	33.3	4.1	104	3528	30.9	6.6	96					
TELEVISION IMPERATIVE		54023	6107	33.8	11.3	105	2254	33.9	4.2	105	3853	33.7	7.1	105					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	18082	100.0	10.8	100	6658	100.0	4.0	100	11424	100.0	6.8	100				
ATLANTIC MONTHLY	867	**78	0.4	9.0	83	**28	0.4	3.2	81	**50	0.4	5.8	85				
BARRON'S	1580	*231	1.3	14.6	136	**113	1.7	7.2	180	**119	1.0	7.5	111				
BETTER HOMES & GARDENS	22203	2630	14.5	11.8	110	968	14.5	4.4	110	1662	14.5	7.5	110				
BON APPETIT	3810	456	2.5	12.0	111	*128	1.9	3.4	85	327	2.9	8.6	126				
BUSINESS WEEK	4663	594	3.3	12.7	118	226	3.4	4.8	122	368	3.2	7.9	116				
CAR AND DRIVER	3102	417	2.3	13.4	125	**87	1.3	2.8	71	330	2.9	10.6	156				
CBS MAGAZINE NETWORK (GROSS)	7311	856	4.7	11.7	109	287	4.3	3.9	99	569	5.0	7.8	114				
CHANGING TIMES	3400	539	3.0	15.9	147	*248	3.7	7.3	184	292	2.6	8.6	126				
COLONIAL HOMES	1796	*176	1.0	9.8	91	**68	1.0	3.8	95	*108	0.9	6.0	88				
CONDE NAST MAG. PKG. (GROSS)	19924	2278	12.6	11.4	106	901	13.5	4.5	114	1377	12.1	6.9	101				
CONSUMERS DIGEST	3125	482	2.7	15.4	143	*162	2.4	5.2	131	320	2.8	10.2	150				
COSMOPOLITAN	10577	1189	6.6	11.2	104	366	5.5	3.5	87	823	7.2	7.8	114				
COUNTRY LIVING	3746	343	1.9	9.2	85	**109	1.6	2.9	73	*234	2.0	6.2	92				
CUISINE	2214	259	1.4	11.7	109	**82	1.2	3.7	93	*177	1.5	8.0	117				
CYCLE WORLD	2394	*309	1.7	12.9	120	**123	1.8	5.1	129	*186	1.6	7.8	114				
DCI:CREATIVE IDEAS FOR LIV	3068	337	1.9	11.0	102	**121	1.8	3.9	99	*216	1.9	7.0	103				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	822	4.5	8.6	80	271	4.1	2.8	71	551	4.8	5.8	85				
DISCOVER	2277	282	1.6	12.4	115	**119	1.8	5.2	132	*162	1.4	7.1	104				
EBONY	7187	565	3.1	7.9	73	317	4.8	4.4	111	248	2.2	3.5	51				
ESQUIRE	2560	258	1.4	10.1	93	*127	1.9	5.0	125	*131	1.1	5.1	75				
ESSENCE	3242	268	1.5	8.3	77	*151	2.3	4.7	117	*117	1.0	3.6	53				
FAMILY CIRCLE	19639	2126	11.8	10.8	100	661	9.9	3.4	85	1465	12.8	7.5	110				
THE FAMILY HANDYMAN	3540	600	3.3	16.9	157	*219	3.3	6.2	156	382	3.3	10.8	158				
FAMILY WEEKLY	23924	2458	13.6	10.3	95	737	11.1	3.1	78	1721	15.1	7.2	106				
FIELD & STREAM	9883	1152	6.4	11.7	108	451	6.8	4.6	115	701	6.1	7.1	104				
FOOD & WINE	1030	*112	0.6	10.9	101	**51	0.8	5.0	125	**61	0.5	5.9	87				
FORBES	2679	389	2.2	14.5	135	*148	2.2	5.5	139	*240	2.1	9.0	132				
FORTUNE	2931	428	2.4	14.6	135	*144	2.2	4.9	124	284	2.5	9.7	142				
GENTLEMEN'S QUARTERLY	3481	451	2.5	13.0	120	*201	3.0	5.8	145	*249	2.2	7.2	105				
GLAMOUR	7163	870	4.8	12.1	113	337	5.1	4.7	119	534	4.7	7.5	109				
GOLF DIGEST	2355	358	2.0	15.2	141	*144	2.2	6.1	154	*214	1.9	9.1	133				
GOLF DIGEST/TENNIS (GROSS)	3610	462	2.6	12.8	119	*183	2.7	5.1	128	279	2.4	7.7	113				
GOLF MAGAZINE	2046	244	1.3	11.9	111	**85	1.3	4.2	105	*158	1.4	7.7	113				
GOLF MAGAZINE/SKI (GROSS)	3547	448	2.5	12.6	117	*143	2.1	4.0	102	305	2.7	8.6	126				
GOOD HOUSEKEEPING	20353	2068	11.4	10.2	94	676	10.2	3.3	84	1392	12.2	6.8	100				
HARPER'S BAZAAR	3362	340	1.9	10.1	94	**100	1.5	3.0	75	*239	2.1	7.1	104				
HEALTH	2987	268	1.5	9.0	83	**91	1.4	3.0	77	*177	1.5	5.9	87				
HEARST MAG CORP. BUY (GROSS)	67928	7494	41.4	11.0	102	2492	37.4	3.7	92	5002	43.8	7.4	108				
HEARST MAN POWER (GROSS)	11282	1529	8.5	13.6	126	550	8.3	4.9	123	979	8.6	8.7	127				
HEARST WOMAN POWER (GROSS)	40514	4274	23.6	10.5	98	1356	20.4	3.3	84	2918	25.5	7.2	106				
HOUSE BEAUTIFUL	4885	581	3.2	11.9	110	*184	2.8	3.8	95	397	3.5	8.1	119				
INC.	1308	*258	1.4	19.7	183	**80	1.2	6.1	154	**178	1.6	13.6	200				
JET	6498	531	2.9	8.2	76	318	4.8	4.9	123	212	1.9	3.3	48				
LADIES' HOME JOURNAL	14797	1606	8.9	10.9	101	599	9.0	4.0	102	1007	8.8	6.8	100				
LHJ FAMILY GRP COMBO(GROSS)	21743	2402	13.3	11.0	102	866	13.0	4.0	100	1536	13.4	7.1	104				
LIFE	9881	1167	6.5	11.8	110	448	6.7	4.5	114	719	6.3	7.3	107				
L.A. TIMES HOME MAGAZINE	2775	236	1.3	8.5	79	**100	1.5	3.6	91	*136	1.2	4.9	72				
MADEMOISELLE	4219	415	2.3	9.8	91	*151	2.3	3.6	90	*263	2.3	6.2	92				
MC CALL'S	16422	1629	9.0	9.9	92	500	7.5	3.0	77	1129	9.9	6.9	101				
MC CALL'S/MRK MOTHER (GROSS)	17919	1809	10.0	10.1	94	554	8.3	3.1	78	1255	11.0	7.0	103				
MECHANIX ILLUSTRATED	4433	658	3.6	14.8	138	*277	4.2	6.2	157	380	3.3	8.6	126				
METROPOLITAN HOME	1504	*221	1.2	14.7	136	**82	1.2	5.5	137	*139	1.2	9.2	136				
MONEY	4723	767	4.2	16.2	151	230	3.5	4.9	123	537	4.7	11.4	167				
MOTHER EARTH NEWS	2325	274	1.5	11.8	109	**67	1.0	2.9	73	*207	1.8	8.9	131				
MS.	1189	*118	0.7	9.9	92	**47	0.7	4.0	100	**71	0.6	6.0	88				
NATIONAL ENQUIRER	18892	2022	11.2	10.7	99	747	11.2	4.0	100	1275	11.2	6.7	99				
NATIONAL GEOGRAPHIC	22129	2983	16.5	13.5	125	979	14.7	4.4	111	2004	17.5	9.1	133				
NATIONAL SUNDAY MAGAZINE PKG	103750	12245	67.7	11.8	109	4547	68.3	4.4	110	7698	67.4	7.4	109				
NATURAL HISTORY	1379	*209	1.2	15.2	141	**86	1.3	6.2	157	**123	1.1	8.9	131				
NEW WOMAN	2289	*271	1.5	11.8	110	**39	0.6	1.7	43	*232	2.0	10.1	149				
NEW YORK INCLUDING CUE	1088	*95	0.5	8.7	81	**51	0.8	4.7	118	**43	0.4	4.0	58				
THE NEW YORKER	2459	329	1.8	13.4	124	*98	1.5	4.0	100	230	2.0	9.4	137				
NEWSWEEK	16527	1998	11.0	12.1	112	768	11.5	4.6	117	1231	10.8	7.4	109				
THE N.Y. TIMES DAILY EDITION	2739	479	2.6	17.5	162	225	3.4	8.2	207	254	2.2	9.3	136				
THE N.Y. TIMES MAGAZINE	4443	697	3.9	15.7	146	311	4.7	7.0	176	386	3.4	8.7	128				
OMNI	2799	293	1.6	10.5	97	**118	1.8	4.2	106	*175	1.5	6.3	92				
ON CABLE	2209	409	2.3	18.5	172	*177	2.7	8.0	202	*232	2.0	10.5	154				
1001 HOME IDEAS	3959	529	2.9	13.4	124	*177	2.7	4.5	113	352	3.1	8.9	131				
ORGANIC GARDENING	3111	275	1.5	8.8	82	**79	1.2	2.5	64	*196	1.7	6.3	92				
OUTDOOR LIFE	5024	688	3.8	13.7	127	*270	4.1	5.4	135	418	3.7	8.3	122				
PARADE MAGAZINE	51292	6500	35.9	12.7	118	2638	39.6	5.1	130	3862	33.8	7.5	111				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	18082	100.0	10.8	100	6658	100.0	4.0	100	11424	100.0	6.8	100				
PARENTS	5298	568	3.1	10.7	99	*203	3.0	3.8	97	364	3.2	6.9	101				
PENTHOUSE	5129	884	4.9	17.2	160	350	5.3	6.8	172	535	4.7	10.4	153				
PEOPLE	21070	2518	13.9	12.0	111	913	13.7	4.3	109	1605	14.0	7.6	112				
PLAYBOY	10562	1492	8.3	14.1	131	555	8.3	5.3	132	937	8.2	8.9	130				
POPULAR HOT RODDING	2498	*432	2.4	17.3	160	*97	1.5	3.9	98	*335	2.9	13.4	197				
POPULAR MECHANICS	5887	787	4.4	13.4	124	274	4.1	4.7	117	512	4.5	8.7	128				
POPULAR SCIENCE	4317	629	3.5	14.6	135	*204	3.1	4.7	119	424	3.7	9.8	144				
PREVENTION	5792	526	2.9	9.1	84	271	4.1	4.7	118	255	2.2	4.4	65				
PSYCHOLOGY TODAY	3284	297	1.6	9.0	84	*115	1.7	3.5	88	*182	1.6	5.5	81				
READER'S DIGEST	40046	4505	24.9	11.2	104	1661	24.9	4.1	104	2844	24.9	7.1	104				
REDBOOK	9584	1017	5.6	10.6	98	314	4.7	3.3	83	703	6.2	7.3	108				
ROAD & TRACK	2590	330	1.8	12.7	118	*112	1.7	4.3	109	*218	1.9	8.4	124				
ROLLING STONE	3302	482	2.7	14.6	135	*111	1.7	3.4	85	371	3.2	11.2	165				
RUNNER'S WORLD	1229	*175	1.0	14.2	132	*17	0.3	1.4	35	*158	1.4	12.9	189				
SATURDAY EVENING POST	2110	270	1.5	12.8	119	*149	2.2	7.1	178	*120	1.1	5.7	83				
SCIENCE 84	1543	*185	1.0	12.0	111	*40	0.6	2.6	65	*145	1.3	9.4	138				
SCIENCE DIGEST	1747	*170	0.9	9.7	90	*54	0.8	3.1	78	*116	1.0	6.6	97				
SCIENTIFIC AMERICAN	1994	296	1.6	14.8	138	*115	1.7	5.8	145	*180	1.6	9.0	133				
SELF	3119	431	2.4	13.8	128	*158	2.4	5.1	128	*273	2.4	8.8	129				
SEVENTEEN	3923	327	1.8	8.3	77	*44	0.7	1.1	28	*283	2.5	7.2	106				
SKI	1501	*205	1.1	13.7	127	*58	0.9	3.9	97	*147	1.3	9.8	144				
SMITHSONIAN	5976	727	4.0	12.2	113	315	4.7	5.3	133	412	3.6	6.9	101				
SOAP OPERA DIGEST	4228	460	2.5	10.9	101	*119	1.8	2.8	71	342	3.0	8.1	119				
SOUTHERN LIVING	6488	485	2.7	7.5	69	*150	2.3	2.3	58	336	2.9	5.2	76				
SPORT	3500	486	2.7	13.9	129	*235	3.5	6.7	169	251	2.2	7.2	105				
THE SPORTING NEWS	2456	288	1.6	11.7	109	*151	2.3	6.1	155	*137	1.2	5.6	82				
SPORTS AFIELD	3648	573	3.2	15.7	146	*222	3.3	6.1	153	351	3.1	9.6	141				
SPORTS ILLUSTRATED	14484	1993	11.0	13.8	128	814	12.2	5.6	142	1179	10.3	8.1	120				
STAR	12661	1452	8.0	11.5	106	610	9.2	4.8	121	842	7.4	6.7	98				
SUNDAY	52799	6794	37.6	12.9	119	2680	40.3	5.1	128	4114	36.0	7.8	114				
SUNSET	3513	387	2.1	11.0	102	*152	2.3	4.3	109	*235	2.1	6.7	98				
TV GUIDE	42766	4492	24.8	10.5	97	1705	25.6	4.0	100	2787	24.4	6.5	96				
TENNIS	1254	*104	0.6	8.3	77	*39	0.6	3.1	78	*65	0.6	5.2	76				
TIME	22054	2888	16.0	13.1	121	1016	15.3	4.6	116	1872	16.4	8.5	125				
TOWN & COUNTRY	1555	*147	0.8	9.5	88	*77	1.2	5.0	125	*69	0.6	4.4	65				
TRAVEL & LEISURE	2173	477	2.6	22.0	204	*210	3.2	9.7	243	*267	2.3	12.3	180				
TRUE STORY	4636	375	2.1	8.1	75	*153	2.3	3.3	83	*221	1.9	4.8	70				
U.S. NEWS & WORLD REPORT	10353	1239	6.9	12.0	111	538	8.1	5.2	131	700	6.1	6.8	99				
USA TODAY	4994	622	3.4	12.5	116	*166	2.5	3.3	84	455	4.0	9.1	134				
US	3528	580	3.2	16.4	152	*196	2.9	5.6	140	384	3.4	10.9	160				
VOGUE	5424	562	3.1	10.4	96	*255	3.8	4.7	118	307	2.7	5.7	83				
WALL STREET JOURNAL	6292	802	4.4	12.7	118	269	4.0	4.3	108	533	4.7	8.5	124				
WEIGHT WATCHERS	2762	348	1.9	12.6	117	*169	2.5	6.1	154	*180	1.6	6.5	96				
WOMAN'S DAY	16320	1626	9.0	10.0	92	618	9.3	3.8	95	1008	8.8	6.2	91				
WORKING MOTHER	1496	*180	1.0	12.0	112	*54	0.8	3.6	91	*126	1.1	8.4	124				
WORKING WOMAN	1851	*225	1.2	12.2	113	*77	1.2	4.2	105	*148	1.3	8.0	117				
WORLD TENNIS	580	*88	0.5	15.2	141	*30	0.5	5.2	130	*58	0.5	10.0	147				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1635	9.0	13.2	122	444	6.7	3.6	90	1191	10.4	9.6	141				
BLAIR INSERTS	91671	11145	61.6	12.2	113	4239	63.7	4.6	116	6906	60.5	7.5	111				
DAILY NEWSPAPERS																	
READ ANY	109190	12383	68.5	11.3	105	4555	68.4	4.2	105	7828	68.5	7.2	105				
READ ONE	89587	9794	54.2	10.9	101	3647	54.8	4.1	103	6147	53.8	6.9	101				
READ TWO OR MORE	19602	2590	14.3	13.2	123	908	13.6	4.6	117	1682	14.7	8.6	126				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	12819	70.9	11.7	108	4709	70.7	4.3	108	8110	71.0	7.4	109				
READ ONE	95074	10802	59.7	11.4	105	4053	60.9	4.3	107	6749	59.1	7.1	104				
READ TWO OR MORE	14588	2017	11.2	13.8	128	656	9.9	4.5	113	1361	11.9	9.3	137				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.30				26.97				32.26							
30 DAY REACH	149706	16521	91.4	11.0	102	6126	92.0	4.1	103	10395	91.0	6.9	102				
50 SHWG - 30 DAY AV FREQ	15.16	15.87				14.18				16.85							
30 DAY REACH	142406	15800	87.4	11.1	103	5825	87.5	4.1	103	9975	87.3	7.0	103				
25 SHWG - 30 DAY AV FREQ	8.23	8.74				7.90				9.21							
30 DAY REACH	131152	14401	79.6	11.0	102	5239	78.7	4.0	101	9162	80.2	7.0	103				
CABLE TV: HOME WIRED	66879	8001	44.2	12.0	111	2699	40.5	4.0	102	5301	46.4	7.9	116				
HOME NOT WIRED	100848	10081	55.8	10.0	93	3958	59.4	3.9	99	6123	53.6	6.1	89				
HAVE PAY CABLE	35024	4665	25.8	13.3	124	1443	21.7	4.1	104	3222	28.2	9.2	135				

BLENDED WHISKEY OR RYE: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL MALES	79263	9939	100.0	12.5	100	3924	100.0	5.0	100	6015	100.0	7.6	100				
HOUSEHOLD HEADS	66405	8364	84.2	12.6	100	3376	86.0	5.1	103	4988	82.9	7.5	99				
18 - 24	13945	1676	16.9	12.0	96	687	17.5	4.9	100	990	16.5	7.1	94				
25 - 34	19334	2328	23.4	12.0	96	786	20.0	4.1	82	1543	25.7	8.0	105				
35 - 44	14196	1836	18.5	12.9	103	593	15.1	4.2	84	1243	20.7	8.8	115				
45 - 54	10896	1545	15.5	14.2	113	656	16.7	6.0	122	890	14.8	8.2	108				
55 - 64	10378	1260	12.7	12.1	97	595	15.2	5.7	116	665	11.1	6.4	84				
65 OR OLDER	10514	1294	13.0	12.3	98	608	15.5	5.8	117	686	11.4	6.5	86				
18 - 34	33279	4004	40.3	12.0	96	1472	37.5	4.4	89	2532	42.1	7.6	100				
18 - 49	52904	6599	66.4	12.5	99	2436	62.1	4.6	93	4163	69.2	7.9	104				
25 - 54	44426	5710	57.5	12.9	103	2035	51.9	4.6	93	3675	61.1	8.3	109				
35 - 49	19625	2595	26.1	13.2	105	964	24.6	4.9	99	1630	27.1	8.3	109				
50 OR OLDER	26359	3340	33.6	12.7	101	1488	37.9	5.6	114	1853	30.8	7.0	93				
GRADUATED COLLEGE	15982	2026	20.4	12.7	101	635	16.2	4.0	80	1390	23.1	8.7	115				
ATTENDED COLLEGE	13629	1920	19.3	14.1	112	621	15.8	4.6	92	1299	21.6	9.5	126				
GRADUATED HIGH SCHOOL	28591	4070	40.9	14.2	114	1654	42.2	5.8	117	2416	40.2	8.5	111				
DID NOT GRADUATE HIGH SCHOOL	21061	1924	19.4	9.1	73	1014	25.8	4.8	97	910	15.1	4.3	57				
EMPLOYED FULL-TIME	52316	6538	65.8	12.5	100	2534	64.6	4.8	98	4004	66.6	7.7	101				
EMPLOYED PART-TIME	4113	*709	7.1	17.2	137	**193	4.9	4.7	95	*516	8.6	12.5	165				
NOT EMPLOYED	22834	2693	27.1	11.8	94	1197	30.5	5.2	106	1495	24.9	6.5	86				
PROFESSIONAL/MANAGER	15034	1905	19.2	12.7	101	611	15.6	4.1	82	1294	21.5	8.6	113				
TECH/CLERICAL/SALES	11255	1387	14.0	12.3	98	*448	11.4	4.0	80	939	15.6	8.3	110				
PRECISION/CRAFT	11607	1553	15.6	13.4	107	572	14.6	4.9	100	982	16.3	8.5	111				
OTHER EMPLOYED	18534	2402	24.2	13.0	103	1096	27.9	5.9	119	1306	21.7	7.0	93				
SINGLE	19562	2420	24.3	12.4	99	1000	25.5	5.1	103	1421	23.6	7.3	96				
MARRIED	51896	6586	66.3	12.7	101	2490	63.5	4.8	97	4096	68.1	7.9	104				
DIVORCED/SEPARATED/WIDOWED	7804	934	9.4	12.0	95	435	11.1	5.6	113	499	8.3	6.4	84				
PARENTS	25372	3309	33.3	13.0	104	1024	26.1	4.0	82	2285	38.0	9.0	119				
WHITE	69658	8937	89.9	12.8	102	3404	86.7	4.9	99	5533	92.0	7.9	105				
BLACK	7909	837	8.4	10.6	84	451	11.5	5.7	115	*386	6.4	4.9	64				
OTHER	1696	**165	1.7	9.7	78	**69	1.8	4.1	82	**96	1.6	5.7	75				
NORTHEAST-CENSUS	17202	3278	33.0	19.1	152	1311	33.4	7.6	154	1967	32.7	11.4	151				
NORTH CENTRAL	20461	2637	26.5	12.9	103	925	23.6	4.5	91	1712	28.5	8.4	110				
SOUTH	26695	2650	26.7	9.9	79	1138	29.0	4.3	86	1513	25.2	5.7	75				
WEST	14906	1374	13.8	9.2	74	550	14.0	3.7	75	824	13.7	5.5	73				
NORTHEAST-MKTG.	17962	3260	32.8	18.1	145	1452	37.0	8.1	163	1808	30.1	10.1	133				
EAST CENTRAL	11741	1824	18.4	15.5	124	597	15.2	5.1	103	1227	20.4	10.5	138				
WEST CENTRAL	13518	1429	14.4	10.6	84	520	13.3	3.8	78	910	15.1	6.7	89				
SOUTH	23168	2166	21.8	9.3	75	846	21.6	3.7	74	1319	21.9	5.7	75				
PACIFIC	12874	1261	12.7	9.8	78	*509	13.0	4.0	80	751	12.5	5.8	77				
COUNTY SIZE A	32596	4507	45.3	13.8	110	1859	47.4	5.7	115	2648	44.0	8.1	107				
COUNTY SIZE B	23814	3079	31.0	12.9	103	1178	30.0	4.9	100	1901	31.6	8.0	105				
COUNTY SIZE C	12663	1413	14.2	11.2	89	*396	10.1	3.1	63	1017	16.9	8.0	106				
COUNTY SIZE D	10190	940	9.5	9.2	74	*491	12.5	4.8	97	*450	7.5	4.4	58				
METRO CENTRAL CITY	23190	2851	28.7	12.3	98	1288	32.8	5.6	112	1563	26.0	6.7	89				
METRO SUBURBAN	36920	5329	53.6	14.4	115	1882	48.0	5.1	103	3447	57.3	9.3	123				
NON METRO	19152	1759	17.7	9.2	73	754	19.2	3.9	80	1005	16.7	5.2	69				
TOP 5 ADI'S	18703	2696	27.1	14.4	115	1131	28.8	6.0	122	1565	26.0	8.4	110				
TOP 10 ADI'S	26158	3679	37.0	14.1	112	1651	42.1	6.3	127	2028	33.7	7.8	102				
TOP 20 ADI'S	36612	5066	51.0	13.8	110	2010	51.2	5.5	111	3056	50.8	8.3	110				
HSHLD INC. \$50,000 OR MORE	9326	1166	11.7	12.5	100	*419	10.7	4.5	91	747	12.4	8.0	106				
\$40,000 OR MORE	18002	2342	23.6	13.0	104	922	23.5	5.1	103	1421	23.6	7.9	104				
\$30,000 OR MORE	31361	4112	41.4	13.1	105	1636	41.7	5.2	105	2476	41.2	7.9	104				
\$25,000 OR MORE	39858	5339	53.7	13.4	107	2149	54.8	5.4	109	3190	53.0	8.0	105				
\$20,000 - \$24,999	8664	1167	11.7	13.5	107	*406	10.3	4.7	95	761	12.7	8.8	116				
\$15,000 - \$19,999	7964	1006	10.1	12.6	101	401	10.2	5.0	102	605	10.1	7.6	100				
\$10,000 - \$14,999	11093	1286	12.9	11.6	92	530	13.5	4.8	97	757	12.6	6.8	90				
UNDER \$10,000	11683	1141	11.5	9.8	78	438	11.2	3.7	76	703	11.7	6.0	79				
HOUSEHOLD OF 1 PERSON	7453	1066	10.7	14.3	114	530	13.5	7.1	144	536	8.9	7.2	95				
2 PEOPLE	24757	2876	28.9	11.6	93	1257	32.0	5.1	103	1619	26.9	6.5	86				
3 OR 4 PEOPLE	32682	4222	42.5	12.9	103	1517	38.7	4.6	94	2705	45.0	8.3	109				
5 OR MORE PEOPLE	14370	1775	17.9	12.4	99	*620	15.8	4.3	87	1155	19.2	8.0	106				
NO CHILD IN HSHLD	46768	5900	59.4	12.6	101	2653	67.6	5.7	115	3247	54.0	6.9	91				
CHILD(REN) UNDER 2 YRS	4799	572	5.8	11.9	95	**138	3.5	2.9	58	*434	7.2	9.0	119				
2 - 5 YEARS	11125	1243	12.5	11.2	89	*312	8.0	2.8	57	931	15.5	8.4	110				
6 - 11 YEARS	14193	1863	18.7	13.1	105	601	15.3	4.2	86	1262	21.0	8.9	117				
12 - 17 YEARS	17402	2137	21.5	12.3	98	744	19.0	4.3	86	1392	23.1	8.0	105				
RESIDENCE OWNED	56398	7186	72.3	12.7	102	2765	70.5	4.9	99	4420	73.5	7.8	103				
VALUE: \$50,000 OR MORE	34811	4759	47.9	13.7	109	1882	48.0	5.4	109	2877	47.8	8.3	109				
VALUE: UNDER \$50,000	21587	2427	24.4	11.2	90	884	22.5	4.1	83	1543	25.7	7.1	94				

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	9939	100.0	12.5	100	3924	100.0	5.0	100	6015	100.0	7.6	100				
MAGAZINES	QUINTILE 1	16033	2286	23.0	14.3	114	764	19.5	4.8	96	1522	25.3	9.5	125				
	QUINTILE 2	15354	2006	20.2	13.1	104	799	20.4	5.2	105	1207	20.1	7.9	104				
	QUINTILE 3	15888	1878	18.9	11.8	94	770	19.6	4.8	98	1108	18.4	7.0	92				
	QUINTILE 4	17310	2162	21.8	12.5	100	781	19.9	4.5	91	1381	23.0	8.0	105				
	QUINTILE 5	14677	1608	16.2	11.0	87	811	20.7	5.5	112	797	13.3	5.4	72				
NEWSPAPERS	QUINTILE 1	15277	2339	23.5	15.3	122	800	20.4	5.2	106	1539	25.6	10.1	133				
	QUINTILE 2	22745	3055	30.7	13.4	107	1189	30.3	5.2	106	1866	31.0	8.2	108				
	QUINTILE 3	10692	1283	12.9	12.0	96	615	15.7	5.8	116	668	11.1	6.2	82				
	QUINTILE 4	11646	1343	13.5	11.5	92	492	12.5	4.2	85	851	14.1	7.3	96				
	QUINTILE 5	18903	1921	19.3	10.2	81	829	21.1	4.4	89	1092	18.2	5.8	76				
OUTDOOR	QUINTILE 1	16620	2196	22.1	13.2	105	856	21.8	5.2	104	1340	22.3	8.1	106				
	QUINTILE 2	16377	2042	20.5	12.5	99	809	20.6	4.9	100	1233	20.5	7.5	99				
	QUINTILE 3	15995	1958	19.7	12.2	98	781	19.9	4.9	99	1177	19.6	7.4	97				
	QUINTILE 4	15592	1938	19.5	12.4	99	765	19.5	4.9	99	1173	19.5	7.5	99				
	QUINTILE 5	14679	1806	18.2	12.3	98	713	18.2	4.9	98	1093	18.2	7.4	98				
RADIO-DRIVE TIME	QUINTILE 1	15746	2158	21.7	13.7	109	834	21.3	5.3	107	1324	22.0	8.4	111				
	QUINTILE 2	15067	1740	17.5	11.5	92	686	17.5	4.6	92	1054	17.5	7.0	92				
	QUINTILE 3	15631	2063	20.8	13.2	105	828	21.1	5.3	107	1235	20.5	7.9	104				
	QUINTILE 4	16245	2134	21.5	13.1	105	832	21.2	5.1	103	1302	21.6	8.0	106				
	QUINTILE 5	16573	1845	18.6	11.1	89	744	19.0	4.5	91	1101	18.3	6.6	88				
RADIO-MID- DAY	TERCILE 1	21788	2861	28.8	13.1	105	1245	31.7	5.7	115	1616	26.9	7.4	98				
	TERCILE 2	21151	2535	25.5	12.0	96	1036	26.4	4.9	99	1499	24.9	7.1	93				
	TERCILE 3	36323	4543	45.7	12.5	100	1643	41.9	4.5	91	2900	48.2	8.0	105				
RADIO-TOTAL	QUINTILE 1	15977	2158	21.7	13.5	108	808	20.6	5.1	102	1350	22.4	8.4	111				
	QUINTILE 2	15923	2060	20.7	12.9	103	941	24.0	5.9	119	1119	18.6	7.0	93				
	QUINTILE 3	14980	1661	16.7	11.1	88	588	15.0	3.9	79	1074	17.9	7.2	94				
	QUINTILE 4	17123	2142	21.6	12.5	100	840	21.4	4.9	99	1302	21.6	7.6	100				
	QUINTILE 5	15260	1918	19.3	12.6	100	748	19.1	4.9	99	1170	19.5	7.7	101				
TV-PRIME TIME	QUINTILE 1	15674	1899	19.1	12.1	97	727	18.5	4.6	94	1171	19.5	7.5	98				
	QUINTILE 2	15944	2085	21.0	13.1	104	872	22.2	5.5	110	1213	20.2	7.6	100				
	QUINTILE 3	16037	1963	19.8	12.2	98	734	18.7	4.6	92	1229	20.4	7.7	101				
	QUINTILE 4	15412	1858	18.7	12.1	96	687	17.5	4.5	90	1171	19.5	7.6	100				
	QUINTILE 5	16194	2134	21.5	13.2	105	904	23.0	5.6	113	1231	20.5	7.6	100				
TV-DAYTIME	TERCILE 1	19156	2220	22.3	11.6	92	996	25.4	5.2	105	1224	20.3	6.4	84				
	TERCILE 2	19343	2790	28.1	14.4	115	1002	25.5	5.2	105	1789	29.7	9.2	122				
	TERCILE 3	40764	4929	49.6	12.1	96	1926	49.1	4.7	95	3003	49.9	7.4	97				
TV-TOTAL	QUINTILE 1	15844	1784	17.9	11.3	90	739	18.8	4.7	94	1046	17.4	6.6	87				
	QUINTILE 2	15767	2156	21.7	13.7	109	892	22.7	5.7	114	1265	21.0	8.0	106				
	QUINTILE 3	15775	2144	21.6	13.6	108	837	21.3	5.3	107	1307	21.7	8.3	109				
	QUINTILE 4	15903	1835	18.5	11.5	92	558	14.2	3.5	71	1277	21.2	8.0	106				
	QUINTILE 5	15974	2020	20.3	12.6	101	898	22.9	5.6	114	1122	18.7	7.0	93				
MAGAZINES-NEWSPAPERS: DUAL		21225	3147	31.7	14.8	118	1166	29.7	5.5	111	1981	32.9	9.3	123				
MAGAZINE IMPERATIVE		17728	1932	19.4	10.9	87	743	18.9	4.2	85	1189	19.8	6.7	88				
NEWSPAPER IMPERATIVE		22987	2930	29.5	12.7	102	1209	30.8	5.3	106	1722	28.6	7.5	99				
MAGAZINES-OUTDOOR: DUAL		16244	2051	20.6	12.6	101	762	19.4	4.7	95	1289	21.4	7.9	105				
MAGAZINE IMPERATIVE		24016	3332	33.5	13.9	111	1284	32.7	5.3	108	2048	34.0	8.5	112				
OUTDOOR IMPERATIVE		26020	3174	31.9	12.2	97	1347	34.3	5.2	105	1827	30.4	7.0	93				
MAGAZINES-RADIO: DUAL		16918	2363	23.8	14.0	111	1021	26.0	6.0	122	1342	22.3	7.9	105				
MAGAZINE IMPERATIVE		23456	3078	31.0	13.1	105	1029	26.2	4.4	89	2049	34.1	8.7	115				
RADIO IMPERATIVE		23900	2766	27.8	11.6	92	1056	26.9	4.4	89	1710	28.4	7.2	94				
MAGAZINES-TELEVISION: DUAL		15791	2222	22.4	14.1	112	865	22.0	5.5	111	1357	22.6	8.6	113				
MAGAZINE IMPERATIVE		25476	3135	31.5	12.3	98	1104	28.1	4.3	88	2032	33.8	8.0	105				
TELEVISION IMPERATIVE		25744	3057	30.8	11.9	95	1320	33.6	5.1	104	1737	28.9	6.7	89				
NEWSPAPERS-OUTDOOR: DUAL		17628	2524	25.4	14.3	114	988	25.2	5.6	113	1536	25.5	8.7	115				
NEWSPAPER IMPERATIVE		26414	3604	36.3	13.6	109	1355	34.5	5.1	104	2249	37.4	8.5	112				
OUTDOOR IMPERATIVE		23059	2527	25.4	11.0	87	1074	27.4	4.7	94	1453	24.2	6.3	83				
NEWSPAPERS-RADIO: DUAL		17996	2428	24.4	13.5	108	1067	27.2	5.9	120	1360	22.6	7.6	100				
NEWSPAPER IMPERATIVE		26269	3673	37.0	14.0	112	1269	32.3	4.8	98	2404	40.0	9.2	121				
RADIO IMPERATIVE		21342	2402	24.2	11.3	90	970	24.7	4.5	92	1432	23.8	6.7	88				
NEWSPAPERS-TELEVISION: DUAL		17359	2559	25.7	14.7	118	972	24.8	5.6	113	1587	26.4	9.1	120				
NEWSPAPER IMPERATIVE		26889	3552	35.7	13.2	105	1372	35.0	5.1	103	2179	36.2	8.1	107				
TELEVISION IMPERATIVE		21698	2325	23.4	10.7	85	1017	25.9	4.7	95	1309	21.8	6.0	79				
OUTDOOR-RADIO: DUAL		16456	2304	23.2	14.0	112	878	22.4	5.3	108	1426	23.7	8.7	114				
OUTDOOR IMPERATIVE		25870	3003	30.2	11.6	93	1136	29.0	4.4	89	1867	31.0	7.2	95				
RADIO IMPERATIVE		23943	2883	29.0	12.0	96	1206	30.7	5.0	102	1677	27.9	7.0	92				
OUTDOOR-TELEVISION: DUAL		15918	2118	21.3	13.3	106	860	21.9	5.4	109	1258	20.9	7.9	104				
OUTDOOR IMPERATIVE		26398	3210	32.3	12.2	97	1174	29.9	4.4	90	2037	33.9	7.7	102				
TELEVISION IMPERATIVE		24851	3113	31.3	12.5	100	1285	32.7	5.2	104	1828	30.4	7.4	97				
RADIO-TELEVISION: DUAL		15584	1980	19.9	12.7	101	876	22.3	5.6	114	1104	18.4	7.1	93				
RADIO IMPERATIVE		25472	3160	31.8	12.4	99	1206	30.7	4.7	96	1954	32.5	7.7	101				
TELEVISION IMPERATIVE		25578	3283	33.0	12.8	102	1358	34.6	5.3	107	1924	32.0	7.5	99				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	9939	100.0	12.5	100	3924	100.0	5.0	100	6015	100.0	7.6	100				
ATLANTIC MONTHLY	452	**16	0.2	3.5	28	**4	0.1	0.9	18	**12	0.2	2.7	35				
BARRON'S	1058	**166	1.7	15.7	125	**73	1.9	6.9	139	**94	1.6	8.9	117				
BETTER HOMES & GARDENS	4773	865	8.7	18.1	145	363	9.3	7.6	154	502	8.3	10.5	139				
BON APPETIT	1037	*190	1.9	18.3	146	**62	1.6	6.0	121	*128	2.1	12.3	163				
BUSINESS WEEK	3193	451	4.5	14.1	113	*166	4.2	5.2	105	286	4.8	9.0	118				
CAR AND DRIVER	2705	356	3.6	13.2	105	**84	2.1	3.1	63	*272	4.5	10.1	133				
CBS MAGAZINE NETWORK (GROSS)	5678	613	6.2	10.8	86	*253	6.4	4.5	90	360	6.0	6.3	84				
CHANGING TIMES	1847	351	3.5	19.0	152	*167	4.3	9.0	183	*185	3.1	10.0	132				
COLONIAL HOMES	492	**53	0.5	10.8	86	**32	0.8	6.5	131	**21	0.3	4.3	56				
CONDE NAST MAG. PKG. (GROSS)	2066	*297	3.0	14.4	115	**159	4.1	7.7	155	*138	2.3	6.7	88				
CONSUMERS DIGEST	1719	318	3.2	18.5	148	**121	3.1	7.0	142	*197	3.3	11.5	151				
COSMOPOLITAN	1762	*179	1.8	10.2	81	**39	1.0	2.2	45	*140	2.3	7.9	105				
COUNTRY LIVING	1110	*159	1.6	14.3	114	**72	1.8	6.5	131	**87	1.4	7.8	103				
CUISINE	660	**74	0.7	11.2	89	**21	0.5	3.2	64	*584	0.9	8.2	108				
CYCLE WORLD	1924	*208	2.1	10.8	86	**109	2.8	5.7	114	**99	1.6	5.1	68				
DCI:CREATIVE IDEAS FOR LIV	437	**96	1.0	22.0	175	**38	1.0	8.7	176	**57	0.9	13.0	172				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	319	3.2	12.8	102	**113	2.9	4.5	92	*206	3.4	8.3	109				
DISCOVER	1279	*195	2.0	15.2	122	**78	2.0	6.1	123	**117	1.9	9.1	121				
EBONY	2898	323	3.2	11.1	89	*196	5.0	6.8	137	*126	2.1	4.3	57				
ESQUIRE	1384	*199	2.0	14.4	115	**103	2.6	7.4	150	**95	1.6	6.9	90				
ESSENCE	850	**122	1.2	14.4	114	**89	2.3	10.5	212	**33	0.5	3.9	51				
FAMILY CIRCLE	2430	368	3.7	15.1	121	*131	3.3	5.4	109	*236	3.9	9.7	128				
THE FAMILY HANDYMAN	2356	405	4.1	17.2	137	**137	3.5	5.8	117	*268	4.5	11.4	150				
FAMILY WEEKLY	11533	1224	12.3	10.6	85	378	9.6	3.3	66	846	14.1	7.3	97				
FIELD & STREAM	7444	933	9.4	12.5	100	434	11.1	5.8	118	498	8.3	6.7	88				
FOOD & WINE	416	**53	0.5	12.7	102	**24	0.6	5.8	117	**29	0.5	7.0	92				
FORBES	1865	317	3.2	17.0	136	*117	3.0	6.3	127	*200	3.3	10.7	141				
FORTUNE	1849	323	3.2	17.5	139	*105	2.7	5.7	115	*218	3.6	11.8	155				
GENTLEMEN'S QUARTERLY	2284	343	3.5	15.0	120	*163	4.2	7.1	144	*181	3.0	7.9	104				
GLAMOUR	538	**80	0.8	14.9	119	**21	0.5	3.9	79	**59	1.0	11.0	145				
GOLF DIGEST	1649	255	2.6	15.5	123	*102	2.6	6.2	125	*153	2.5	9.3	122				
GOLF DIGEST/TENNIS (GROSS)	2294	333	3.4	14.5	116	*130	3.3	5.7	114	*203	3.4	8.8	117				
GOLF MAGAZINE	1577	183	1.8	11.6	93	**75	1.9	4.8	96	*107	1.8	6.8	89				
GOLF MAGAZINE/SKI (GROSS)	2487	327	3.3	13.1	105	*94	2.4	3.8	76	*233	3.9	9.4	123				
GOOD HOUSEKEEPING	2569	391	3.9	15.2	121	*158	4.0	6.2	124	233	3.9	9.1	120				
HARPER'S BAZAAR	431	**42	0.4	9.7	78	**8	0.2	1.9	37	**34	0.6	7.9	104				
HEALTH	788	**62	0.6	7.9	63	**15	0.4	1.9	38	**47	0.8	6.0	79				
HEARST MAG CORP. BUY (GROSS)	18781	2592	26.1	13.8	110	979	24.9	5.2	105	1613	26.8	8.6	113				
HEARST MAN POWER (GROSS)	9169	1310	13.2	14.3	114	501	12.8	5.5	110	809	13.4	8.8	116				
HEARST WOMAN POWER (GROSS)	5452	705	7.1	12.9	103	228	5.8	4.2	84	476	7.9	8.7	115				
HOUSE BEAUTIFUL	1020	*163	1.6	16.0	127	**54	1.4	5.3	107	**109	1.8	10.7	141				
INC.	993	*228	2.3	23.0	183	**63	1.6	6.3	128	**165	2.7	16.6	219				
JET	2808	314	3.2	11.2	89	*207	5.3	7.4	149	*107	1.8	3.8	50				
LADIES' HOME JOURNAL	1868	343	3.5	18.4	146	*90	2.3	4.8	97	*253	4.2	13.5	178				
LHJ FAMILY GRP COMBO(GROSS)	3582	571	5.7	15.9	127	*185	4.7	5.2	104	386	6.4	10.8	142				
LIFE	4817	711	7.2	14.8	118	324	8.3	6.7	136	386	6.4	8.0	106				
L.A. TIMES HOME MAGAZINE	1465	*111	1.1	7.6	60	**28	0.7	1.9	39	**83	1.4	5.7	75				
MADEMOISELLE	460	**53	0.5	11.5	92	**24	0.6	5.2	105	**29	0.5	6.3	83				
MC CALL'S	1764	*222	2.2	12.6	100	**48	1.2	2.7	55	*174	2.9	9.9	130				
MC CALL'S/MRK MOTHER (GROSS)	2062	281	2.8	13.6	109	**78	2.0	3.8	76	*204	3.4	9.9	130				
MECHANIX ILLUSTRATED	3625	548	5.5	15.1	121	*229	5.8	6.3	128	319	5.3	8.8	116				
METROPOLITAN HOME	495	**83	0.8	16.8	134	*119	0.5	3.8	78	**64	1.1	12.9	170				
MONEY	3017	610	6.1	20.2	161	*151	3.8	5.0	101	459	7.6	15.2	200				
MOTHER EARTH NEWS	1203	*147	1.5	12.2	97	**48	1.2	4.0	81	*100	1.7	8.3	110				
MS.	*257	*18	0.2	7.0	56	**0	0.0	0.0	0	*18	0.3	7.0	92				
NATIONAL ENQUIRER	6921	911	9.2	13.2	105	319	8.1	4.6	93	592	9.8	8.6	113				
NATIONAL GEOGRAPHIC	11626	1654	16.6	14.2	113	555	14.1	4.8	96	1099	18.3	9.5	125				
NATIONAL SUNDAY MAGAZINE PKG	49424	6760	68.0	13.7	109	2703	68.9	5.5	110	4057	67.4	8.2	108				
NATURAL HISTORY	753	*107	1.1	14.2	113	**67	1.7	8.9	180	**40	0.7	5.3	70				
NEW WOMAN	*296	*17	0.2	5.7	46	**8	0.2	2.7	55	**9	0.1	3.0	40				
NEW YORK INCLUDING CUE	541	**38	0.4	7.0	56	**14	0.4	2.6	52	**24	0.4	4.4	58				
THE NEW YORKER	1078	*187	1.9	17.3	138	**59	1.5	5.5	111	*128	2.1	11.9	156				
NEWSWEEK	9602	1429	14.4	14.9	119	559	14.2	5.8	118	870	14.5	9.1	119				
THE N.Y. TIMES DAILY EDITION	1376	231	2.3	16.8	134	*72	1.8	5.2	106	*159	2.6	11.6	152				
THE N.Y. TIMES MAGAZINE	2110	365	3.7	17.3	138	*116	3.0	5.5	111	249	4.1	11.8	156				
OMNI	1927	*213	2.1	11.1	88	**94	2.4	4.9	99	*118	2.0	6.1	81				
ON CABLE	911	*180	1.8	19.8	158	**97	2.5	10.6	215	**83	1.4	9.1	120				
1001 HOME IDEAS	927	*167	1.7	18.0	144	**81	2.1	8.7	177	**86	1.4	9.3	122				
ORGANIC GARDENING	1430	*143	1.4	10.0	80	**36	0.9	2.5	51	*107	1.8	7.5	99				
OUTDOOR LIFE	4064	570	5.7	14.0	112	*250	6.4	6.2	124	320	5.3	7.9	104				
PARADE MAGAZINE	24538	3675	37.0	15.0	119	1679	42.8	6.8	138	1995	33.2	8.1	107				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL MALES	79263	9939	100.0	12.5	100	3924	100.0	5.0	100	6015	100.0	7.6	100				
PARENTS	1126	*194	2.0	17.2	137	**100	2.5	8.9	179	**94	1.6	8.3	110				
PENTHOUSE	4157	765	7.7	18.4	147	*272	6.9	6.5	132	493	8.2	11.9	156				
PEOPLE	7591	1066	10.7	14.0	112	404	10.3	5.3	108	662	11.0	8.7	115				
PLAYBOY	8379	1225	12.3	14.6	117	471	12.0	5.6	114	755	12.6	9.0	119				
POPULAR HOT RODDING	2110	*412	4.1	19.5	156	**97	2.5	4.6	93	*315	5.2	14.9	197				
POPULAR MECHANICS	4850	744	7.5	15.3	122	*250	6.4	5.2	104	493	8.2	10.2	134				
POPULAR SCIENCE	3397	502	5.1	14.8	118	*190	4.8	5.6	113	312	5.2	9.2	121				
PREVENTION	1720	*186	1.9	10.8	86	**106	2.7	6.2	124	**80	1.3	4.7	61				
PSYCHOLOGY TODAY	1344	*158	1.6	11.8	94	**77	2.0	5.7	116	**81	1.3	6.0	79				
READER'S DIGEST	16016	2090	21.0	13.0	104	817	20.8	5.1	103	1273	21.2	7.9	105				
REDBOOK	1121	*135	1.4	12.0	96	**31	0.8	2.8	56	**104	1.7	9.3	122				
ROAD & TRACK	2161	259	2.6	12.0	96	**112	2.9	5.2	105	*147	2.4	6.8	90				
ROLLING STONE	1948	*264	2.7	13.6	108	**61	1.6	3.1	63	*203	3.4	10.4	137				
RUNNER'S WORLD	899	**154	1.5	17.1	137	**17	0.4	1.9	38	**138	2.3	15.4	202				
SATURDAY EVENING POST	841	**121	1.2	14.4	115	**64	1.6	7.6	154	**57	0.9	6.8	89				
SCIENCE 84	841	**79	0.8	9.4	75	**10	0.3	1.2	24	**70	1.2	8.3	110				
SCIENCE DIGEST	1194	**102	1.0	8.5	68	**43	1.1	3.6	73	**59	1.0	4.9	65				
SCIENTIFIC AMERICAN	1379	*199	2.0	14.4	115	**84	2.1	6.1	123	**115	1.9	8.3	110				
SELF	436	**81	0.8	18.6	148	**68	1.7	15.6	315	**13	0.2	3.0	39				
SEVENTEEN	614	**51	0.5	8.3	66	**7	0.2	1.1	23	**44	0.7	7.2	94				
SKI	910	**145	1.5	15.9	127	**19	0.5	2.1	42	**126	2.1	13.8	182				
SMITHSONIAN	2937	448	4.5	15.3	122	186	4.7	6.3	128	263	4.4	9.0	118				
SOAP OPERA DIGEST	545	**76	0.8	13.9	111	**22	0.6	4.0	82	**54	0.9	9.9	131				
SOUTHERN LIVING	2054	*223	2.2	10.9	87	**75	1.9	3.7	74	*148	2.5	7.2	95				
SPORT	2799	412	4.1	14.7	117	*222	5.7	7.9	160	*190	3.2	6.8	89				
THE SPORTING NEWS	1938	*251	2.5	13.0	103	**149	3.8	7.7	155	**102	1.7	5.3	69				
SPORTS AFIELD	3125	464	4.7	14.8	118	*208	5.3	6.7	134	*256	4.3	8.2	108				
SPORTS ILLUSTRATED	11159	1593	16.0	14.3	114	662	16.9	5.9	120	931	15.5	8.3	110				
STAR	4095	617	6.2	15.1	120	257	6.5	6.3	127	360	6.0	8.8	116				
SUNDAY	25169	3864	38.9	15.4	122	1620	41.3	6.4	130	2244	37.3	8.9	117				
SUNSET	1294	**176	1.8	13.6	108	**58	1.5	4.5	91	**118	2.0	9.1	120				
TV GUIDE	18508	2255	22.7	12.2	97	961	24.5	5.2	105	1294	21.5	7.0	92				
TENNIS	645	**78	0.8	12.1	96	**28	0.7	4.3	88	**50	0.8	7.8	102				
TIME	12124	1840	18.5	15.2	121	678	17.3	5.6	113	1162	19.3	9.6	126				
TOWN & COUNTRY	493	**64	0.6	13.0	104	**45	1.1	9.1	184	**19	0.3	3.9	51				
TRAVEL & LEISURE	1122	*306	3.1	27.3	217	**124	3.2	11.1	223	*182	3.0	16.2	214				
TRUE STORY	690	**116	1.2	16.8	134	**51	1.3	7.4	149	**65	1.1	9.4	124				
U.S. NEWS & WORLD REPORT	6571	845	8.5	12.9	103	378	9.6	5.8	116	467	7.8	7.1	94				
USA TODAY	3120	454	4.6	14.6	116	*115	2.9	3.7	74	339	5.6	10.9	143				
US	1315	*187	1.9	14.2	113	**93	2.4	7.1	143	**94	1.6	7.1	94				
VOGUE	632	**83	0.8	13.1	105	**45	1.1	7.1	144	**38	0.6	6.0	79				
WALL STREET JOURNAL	4247	608	6.1	14.3	114	176	4.5	4.1	84	432	7.2	10.2	134				
WEIGHT WATCHERS	398	**88	0.9	22.1	176	**47	1.2	11.8	239	**41	0.7	10.3	136				
WOMAN'S DAY	1139	*110	1.1	9.7	77	**23	0.6	2.0	41	**87	1.4	7.6	101				
WORKING WOMAN	*298	**59	0.6	19.8	158	**30	0.8	10.1	203	**29	0.5	9.7	128				
WORKING WOMAN	327	**46	0.5	14.1	112	**31	0.8	9.5	191	**15	0.2	4.6	60				
WORLD TENNIS	397	**71	0.7	17.9	143	**26	0.7	6.5	132	**45	0.7	11.3	149				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1274	12.8	13.2	105	338	8.6	3.5	71	937	15.6	9.7	128				
BLAIR INSERTS	43762	6270	63.1	14.3	114	2487	63.4	5.7	115	3783	62.9	8.6	114				
DAILY NEWSPAPERS																	
READ ANY	52459	6987	70.3	13.3	106	2660	67.8	5.1	102	4328	72.0	8.3	109				
READ ONE	41891	5371	54.0	12.8	102	2097	53.4	5.0	101	3275	54.4	7.8	103				
READ TWO OR MORE	10568	1616	16.3	15.3	122	563	14.3	5.3	108	1053	17.5	10.0	131				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	7081	71.2	13.6	109	2768	70.5	5.3	108	4313	71.7	8.3	109				
READ ONE	44561	5877	59.1	13.2	105	2375	60.5	5.3	108	3502	58.2	7.9	104				
READ TWO OR MORE	7368	1204	12.1	16.3	130	393	10.0	5.3	108	811	13.5	11.0	145				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.50				28.01				30.46							
30 DAY REACH	71522	9086	91.4	12.7	101	3581	91.3	5.0	101	5505	91.5	7.7	101				
50 SHWG - 30 DAY AV FREQ	15.55	15.38				14.46				15.99							
30 DAY REACH	68168	8700	87.5	12.8	102	3458	88.1	5.1	102	5242	87.1	7.7	101				
25 SHWG - 30 DAY AV FREQ	8.43	8.57				8.11				8.87							
30 DAY REACH	62898	7810	78.6	12.4	99	3085	78.6	4.9	99	4725	78.6	7.5	99				
CABLE TV: HOME WIRED	31664	4743	47.7	15.0	119	1745	44.5	5.5	111	2998	49.8	9.5	125				
HOME NOT WIRED	47599	5197	52.3	10.9	87	2179	55.5	4.6	92	3018	50.2	6.3	84				
HAVE PAY CABLE	17139	2854	28.7	16.7	133	1032	26.3	6.0	122	1821	30.3	10.6	140				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	8143	100.0	9.2	100	2734	100.0	3.1	100	5409	100.0	6.1	100				
FEMALE HOMEMAKERS	80986	7078	86.9	8.7	95	2350	86.0	2.9	94	4729	87.4	5.8	96				
EMPLOYED MOTHERS	18702	1972	24.2	10.5	115	548	20.0	2.9	95	1424	26.3	7.6	125				
18 - 24	14726	1511	18.6	10.3	111	*555	20.3	3.8	122	956	17.7	6.5	106				
25 - 34	20202	1842	22.6	9.1	99	463	16.9	2.3	74	1378	25.5	6.8	112				
35 - 44	14781	1358	16.7	9.2	100	*423	15.5	2.9	93	935	17.3	6.3	103				
45 - 54	11449	986	12.1	8.6	94	*269	9.8	2.3	76	717	13.3	6.3	102				
55 - 64	11846	1279	15.7	10.8	117	*398	14.6	3.4	109	881	16.3	7.4	122				
65 OR OLDER	15459	1167	14.3	7.5	82	626	22.9	4.0	131	542	10.0	3.5	57				
18 - 34	34928	3352	41.2	9.6	104	1018	37.2	2.9	94	2334	43.2	6.7	109				
18 - 49	55154	5174	63.5	9.4	102	1550	56.7	2.8	91	3624	67.0	6.6	107				
25 - 54	46433	4186	51.4	9.0	98	1156	42.3	2.5	81	3030	56.0	6.5	107				
35 - 49	20226	1821	22.4	9.0	98	532	19.5	2.6	85	1289	23.8	6.4	104				
50 OR OLDER	33310	2969	36.5	8.9	97	1184	43.3	3.6	115	1785	33.0	5.4	88				
GRADUATED COLLEGE	12110	1200	14.7	9.9	108	*408	14.9	3.4	109	792	14.6	6.5	107				
ATTENDED COLLEGE	15309	1449	17.8	9.5	103	*270	9.9	1.8	57	1179	21.8	7.7	126				
GRADUATED HIGH SCHOOL	36912	3586	44.0	9.7	106	1309	47.9	3.5	115	2277	42.1	6.2	101				
DID NOT GRADUATE HIGH SCHOOL	24134	1908	23.4	7.9	86	747	27.3	3.1	100	1161	21.5	4.8	79				
EMPLOYED FULL-TIME	35457	3576	43.9	10.1	110	1079	39.5	3.0	98	2498	46.2	7.0	115				
EMPLOYED PART-TIME	*514	826	10.1	9.7	105	**190	6.9	2.2	72	637	11.8	7.5	122				
NOT EMPLOYED	44494	3740	45.9	8.4	91	1466	53.6	3.3	107	2274	42.0	5.1	84				
PROFESSIONAL/MANAGER	10811	1252	15.4	11.6	126	*339	12.4	3.1	101	913	16.9	8.4	138				
TECH/CLERICAL/SALES	19640	1976	24.3	10.1	109	627	22.9	3.2	103	1350	25.0	6.9	112				
PRECISION/CRAFT	1023	**52	0.6	5.1	55	**23	0.8	2.2	73	**29	0.5	2.8	46				
OTHER EMPLOYED	12498	1122	13.8	9.0	98	*280	10.2	2.2	72	843	15.6	6.7	110				
SINGLE	15995	1801	22.1	11.3	122	664	24.3	4.2	134	1137	21.0	7.1	116				
MARRIED	51689	4454	54.7	8.6	94	1262	46.2	2.4	79	3191	59.0	6.2	101				
DIVORCED/SEPARATED/WIDOWED	20780	1888	23.2	9.1	99	808	29.6	3.9	126	1081	20.0	5.2	85				
PARENTS	33922	3091	38.0	9.1	99	894	32.7	2.6	85	2198	40.6	6.5	106				
WHITE	76422	7354	90.3	9.6	105	2363	86.4	3.1	100	4991	92.3	6.5	107				
BLACK	10066	600	7.4	6.0	65	*326	11.9	3.2	105	*273	5.0	2.7	44				
OTHER	1976	**189	2.3	9.6	104	**45	1.6	2.3	74	**144	2.7	7.3	119				
NORTHEAST-CENSUS	19803	2572	31.6	13.0	141	899	32.9	4.5	147	1673	30.9	8.4	138				
NORTH CENTRAL	22181	2364	29.0	10.7	116	723	26.4	3.3	105	1640	30.3	7.4	121				
SOUTH	30082	1584	19.5	5.3	57	525	19.2	1.7	56	1059	19.6	3.5	58				
WEST	16398	1624	19.9	9.9	108	*587	21.5	3.6	116	1037	19.2	6.3	103				
NORTHEAST-MKTG.	20163	2323	28.5	11.5	125	803	29.4	4.0	129	1520	28.1	7.5	123				
EAST CENTRAL	13054	1733	21.3	13.3	144	525	19.2	4.0	130	1208	22.3	9.3	151				
WEST CENTRAL	14993	1396	17.1	9.3	101	*372	13.6	2.5	80	1024	18.9	6.8	112				
SOUTH	25785	1290	15.8	5.0	54	*479	17.5	1.9	60	812	15.0	3.1	52				
PACIFIC	14470	1400	17.2	9.7	105	*555	20.3	3.8	124	845	15.6	5.8	96				
COUNTY SIZE A	36705	3947	48.5	10.8	117	1457	53.3	4.0	128	2490	46.0	6.8	111				
COUNTY SIZE B	26819	2332	28.6	8.7	94	797	29.2	3.0	96	1535	28.4	5.7	94				
COUNTY SIZE C	13597	1154	14.2	8.5	92	*342	12.5	2.5	81	812	15.0	6.0	98				
COUNTY SIZE D	11344	710	8.7	6.3	68	**138	5.0	1.2	39	*572	10.6	5.0	82				
METRO CENTRAL CITY	26825	2711	33.3	10.1	110	1323	48.4	4.9	160	1388	25.7	5.2	85				
METRO SUBURBAN	39912	3822	46.9	9.6	104	1049	38.4	2.6	85	2772	51.2	6.9	114				
NON METRO	21728	1610	19.8	7.4	80	*362	13.2	1.7	54	1249	23.1	5.7	94				
TOP 5 ADI'S	20847	2526	31.0	12.1	132	1001	36.6	4.8	155	1525	28.2	7.3	120				
TOP 10 ADI'S	28719	2909	35.7	10.1	110	1151	42.1	4.0	130	1758	32.5	6.1	100				
TOP 20 ADI'S	40904	4020	49.4	9.8	107	1537	56.2	3.8	122	2483	45.9	6.1	99				
HSHLD INC. \$50,000 OR MORE	7931	837	10.3	10.6	115	**149	5.4	1.9	61	*688	12.7	8.7	142				
\$40,000 OR MORE	15233	1532	18.8	10.1	109	**388	14.2	2.5	82	1145	21.2	7.5	123				
\$30,000 OR MORE	28333	2737	33.6	9.7	105	744	27.2	2.6	85	1993	36.8	7.0	115				
\$25,000 OR MORE	36417	3595	44.1	9.9	107	971	35.5	2.7	86	2624	48.5	7.2	118				
\$20,000 - \$24,999	*943	1063	13.1	10.7	116	*358	13.1	3.6	117	705	13.0	7.1	116				
\$15,000 - \$19,999	9211	981	12.0	10.7	116	*457	16.7	5.0	161	*524	9.7	5.7	93				
\$10,000 - \$14,999	13477	1154	14.2	8.6	93	*405	14.8	3.0	97	749	13.8	5.6	91				
UNDER \$10,000	19418	1351	16.6	7.0	76	544	19.9	2.8	91	807	14.9	4.2	68				
HOUSEHOLD OF 1 PERSON	11987	999	12.3	8.3	91	453	16.6	3.8	122	547	10.1	4.6	75				
2 PEOPLE	27046	2418	29.7	8.9	97	912	33.4	3.4	109	1506	27.8	5.6	91				
3 OR 4 PEOPLE	34251	3280	40.3	9.6	104	893	32.7	2.6	84	2387	44.1	7.0	114				
5 OR MORE PEOPLE	15180	1445	17.7	9.5	103	*476	17.4	3.1	101	970	17.9	6.4	105				
NO CHILD IN HSHLD	49819	4560	56.0	9.2	99	1604	58.7	3.2	104	2956	54.6	5.9	97				
CHILD(REN) UNDER 2 YRS	6045	*493	6.1	8.2	89	**217	7.9	3.6	116	*276	5.1	4.6	75				
2 - 5 YEARS	15233	1269	15.6	8.3	91	*401	14.7	2.6	85	868	16.0	5.7	93				
6 - 11 YEARS	16260	1430	17.6	8.8	96	*460	16.8	2.8	92	970	17.9	6.0	98				
12 - 17 YEARS	19173	1931	23.7	10.1	109	*578	21.1	3.0	98	1353	25.0	7.1	115				
RESIDENCE OWNED	61371	5542	68.1	9.0	98	1750	64.0	2.9	92	3793	70.1	6.2	101				
VALUE: \$50,000 OR MORE	35355	3465	42.6	9.8	106	909	33.2	2.6	83	2556	47.3	7.2	118				
VALUE: UNDER \$50,000	26016	2077	25.5	8.0	87	841	30.8	3.2	105	1236	22.9	4.8	78				

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	8143	100.0	9.2	100	2734	100.0	3.1	100	5409	100.0	6.1	100				
MAGAZINES	QUINTILE 1	17988	2010	24.7	11.2	121	678	24.8	3.8	122	1332	24.6	7.4	121				
	QUINTILE 2	19446	1807	22.2	9.3	101	617	22.6	3.2	103	1190	22.0	6.1	100				
	QUINTILE 3	14626	1405	17.3	9.6	104	*409	15.0	2.8	90	996	18.4	6.8	111				
	QUINTILE 4	16014	1348	16.6	8.4	91	*470	17.2	2.9	95	878	16.2	5.5	90				
	QUINTILE 5	20389	1574	19.3	7.7	84	560	20.5	2.7	89	1014	18.7	5.0	81				
NEWSPAPERS	QUINTILE 1	13830	1555	19.1	11.2	122	598	21.9	4.3	140	957	17.7	6.9	113				
	QUINTILE 2	26350	2447	30.1	9.3	101	796	29.1	3.0	98	1651	30.5	6.3	102				
	QUINTILE 3	12415	1390	17.1	11.2	122	482	17.6	3.9	126	908	16.8	7.3	120				
	QUINTILE 4	21911	1707	21.0	7.8	85	*517	18.9	2.4	76	1190	22.0	5.4	89				
	QUINTILE 5	13960	1044	12.8	7.5	81	*342	12.5	2.4	79	702	13.0	5.0	82				
OUTDOOR	QUINTILE 1	16810	2016	24.8	12.0	130	*505	18.5	3.0	97	1511	27.9	9.0	147				
	QUINTILE 2	17101	1487	18.3	8.7	94	*360	13.2	2.1	68	1127	20.8	6.6	108				
	QUINTILE 3	17579	1629	20.0	9.3	101	641	23.4	3.6	118	988	18.3	5.6	92				
	QUINTILE 4	18343	1631	20.0	8.9	97	721	26.4	3.9	127	910	16.8	5.0	81				
	QUINTILE 5	18631	1379	16.9	7.4	80	*506	18.5	2.7	88	873	16.1	4.7	77				
RADIO-DRIVE TIME	QUINTILE 1	17390	1443	17.7	8.3	90	*434	15.9	2.5	81	1008	18.6	5.8	95				
	QUINTILE 2	16591	1506	18.5	9.1	99	553	20.2	3.3	108	953	17.6	5.7	94				
	QUINTILE 3	16910	1774	21.8	10.5	114	645	23.6	3.8	123	1129	20.9	6.7	109				
	QUINTILE 4	18002	1738	21.3	9.7	105	*487	17.8	2.7	88	1251	23.1	6.9	114				
	QUINTILE 5	19572	1683	20.7	8.6	93	615	22.5	3.1	102	1068	19.7	5.5	89				
RADIO-MID- DAY	TERCILE 1	23248	2023	24.8	8.7	95	606	22.2	2.6	84	1417	26.2	6.1	100				
	TERCILE 2	23667	2137	26.2	9.0	98	741	27.1	3.1	101	1396	25.8	5.9	96				
	TERCILE 3	41549	3983	48.9	9.6	104	1387	50.7	3.3	108	2596	48.0	6.2	102				
RADIO-TOTAL	QUINTILE 1	17786	1526	18.7	8.6	93	480	17.6	2.7	87	1047	19.4	5.9	96				
	QUINTILE 2	17316	1557	19.1	9.0	98	632	23.1	3.6	118	925	17.1	5.3	87				
	QUINTILE 3	18428	1772	21.8	9.6	104	648	23.7	3.5	114	1124	20.8	6.1	100				
	QUINTILE 4	17669	1793	22.0	10.1	110	475	17.4	2.7	87	1317	24.3	7.5	122				
	QUINTILE 5	17265	1494	18.3	8.7	94	499	18.3	2.9	94	996	18.4	5.8	94				
TV-PRIME TIME	QUINTILE 1	17416	1708	21.0	9.8	107	615	22.5	3.5	114	1093	20.2	6.3	103				
	QUINTILE 2	17413	1572	19.3	9.0	98	541	19.8	3.1	101	1032	19.1	5.9	97				
	QUINTILE 3	17943	1776	21.8	9.9	108	545	19.9	3.0	98	1231	22.8	6.9	112				
	QUINTILE 4	18442	1652	20.3	9.0	97	*461	16.9	2.5	81	1191	22.0	6.5	106				
	QUINTILE 5	17250	1435	17.6	8.3	90	*573	21.0	3.3	107	862	15.9	5.0	82				
TV-DAYTIME	TERCILE 1	29966	2676	32.9	8.9	97	935	34.2	3.1	101	1741	32.2	5.8	95				
	TERCILE 2	29480	2854	35.0	9.7	105	970	35.5	3.3	106	1884	34.8	6.4	105				
	TERCILE 3	29018	2613	32.1	9.0	98	829	30.3	2.9	92	1784	33.0	6.1	101				
TV-TOTAL	QUINTILE 1	17740	1677	20.6	9.5	103	671	24.5	3.8	122	1006	18.6	5.7	93				
	QUINTILE 2	17674	1644	20.2	9.3	101	*452	16.5	2.6	83	1191	22.0	6.7	110				
	QUINTILE 3	17730	1729	21.2	9.8	106	564	20.6	3.2	103	1165	21.5	6.6	107				
	QUINTILE 4	17563	1620	19.9	9.2	100	469	17.2	2.7	86	1152	21.3	6.6	107				
	QUINTILE 5	17757	1473	18.1	8.3	90	*579	21.2	3.3	106	894	16.5	5.0	82				
MAGAZINES-NEWSPAPERS: DUAL		23278	2427	29.8	10.4	113	879	32.2	3.8	122	1548	28.6	6.7	109				
MAGAZINE IMPERATIVE		21634	1987	24.4	9.2	100	596	21.8	2.8	89	1391	25.7	6.4	105				
NEWSPAPER IMPERATIVE		23455	2315	28.4	9.9	107	755	27.6	3.2	104	1561	28.9	6.7	109				
MAGAZINES-OUTDOOR: DUAL		17482	1640	20.1	9.4	102	*388	14.2	2.2	72	1252	23.1	7.2	117				
MAGAZINE IMPERATIVE		28830	2780	34.1	9.6	105	1119	40.9	3.9	126	1661	30.7	5.8	94				
OUTDOOR IMPERATIVE		26119	2613	32.1	10.0	109	774	28.3	3.0	96	1838	34.0	7.0	115				
MAGAZINES-RADIO: DUAL		20162	1676	20.6	8.3	90	578	21.1	2.9	93	1098	20.3	5.4	89				
MAGAZINE IMPERATIVE		26292	2910	35.7	11.1	120	908	33.2	3.5	112	2002	37.0	7.6	125				
RADIO IMPERATIVE		25308	2189	26.9	8.6	94	771	28.2	3.0	99	1418	26.2	5.6	92				
MAGAZINES-TELEVISION: DUAL		17312	1935	23.8	11.2	121	680	24.9	3.9	127	1255	23.2	7.2	119				
MAGAZINE IMPERATIVE		29099	2784	34.2	9.6	104	903	33.0	3.1	100	1881	34.8	6.5	106				
TELEVISION IMPERATIVE		27505	2270	27.9	8.3	90	768	28.1	2.8	90	1501	27.8	5.5	89				
NEWSPAPERS-OUTDOOR: DUAL		18628	1952	24.0	10.5	114	540	19.8	2.9	94	1413	26.1	7.6	124				
NEWSPAPER IMPERATIVE		29178	2789	34.3	9.6	104	1178	43.1	4.0	131	1611	29.8	5.5	90				
OUTDOOR IMPERATIVE		25260	2396	29.4	9.5	103	625	22.9	2.5	80	1771	32.7	7.0	115				
NEWSPAPERS-RADIO: DUAL		19246	2156	26.5	11.2	122	846	30.9	4.4	142	1309	24.2	6.8	111				
NEWSPAPER IMPERATIVE		28155	2792	34.3	9.9	108	865	31.6	3.1	99	1927	35.6	6.8	112				
RADIO IMPERATIVE		25308	1795	22.0	7.1	77	588	21.5	2.3	75	1207	22.3	4.8	78				
NEWSPAPERS-TELEVISION: DUAL		18615	2006	24.6	10.8	117	682	24.9	3.7	119	1324	24.5	7.1	116				
NEWSPAPER IMPERATIVE		29207	2824	34.7	9.7	105	956	35.0	3.3	106	1868	34.5	6.4	105				
TELEVISION IMPERATIVE		25472	2143	26.3	8.4	91	687	25.1	2.7	87	1456	26.9	5.7	93				
OUTDOOR-RADIO: DUAL		17292	1842	22.6	10.7	116	616	22.5	3.6	115	1226	22.7	7.1	116				
OUTDOOR IMPERATIVE		26915	2806	34.5	10.4	113	724	26.5	2.7	87	2082	38.5	7.7	127				
RADIO IMPERATIVE		28938	2333	28.7	8.1	88	1014	37.1	3.5	113	1319	24.4	4.6	75				
OUTDOOR-TELEVISION: DUAL		16112	1902	23.4	11.8	128	483	17.7	3.0	97	1419	26.2	8.8	144				
OUTDOOR IMPERATIVE		28228	2584	31.7	9.2	99	767	28.1	2.7	88	1817	33.6	6.4	105				
TELEVISION IMPERATIVE		30024	2496	30.7	8.3	90	1015	37.1	3.4	109	1481	27.4	4.9	81				
RADIO-TELEVISION: DUAL		17803	1555	19.1	8.7	95	541	19.8	3.0	98	1015	18.8	5.7	93				
RADIO IMPERATIVE		28338	2583	31.7	9.1	99	1009	36.9	3.6	115	1574	29.1	5.6	91				
TELEVISION IMPERATIVE		28445	2825	34.7	9.9	108	896	32.8	3.1	102	1929	35.7	6.8	111				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	8143	100.0	9.2	100	2734	100.0	3.1	100	5409	100.0	6.1	100				
ATLANTIC MONTHLY	415	**62	0.8	14.9	162	**24	0.9	5.8	187	**38	0.7	9.2	150				
BARRON'S	522	**65	0.8	12.5	135	**40	1.5	7.7	248	**25	0.5	4.8	78				
BETTER HOMES & GARDENS	17429	1764	21.7	10.1	110	605	22.1	3.5	112	1160	21.4	6.7	109				
BON APPETIT	2772	266	3.3	9.6	104	**66	2.4	2.4	77	**199	3.7	7.2	117				
BUSINESS WEEK	1469	**143	1.8	9.7	106	**60	2.2	4.1	132	**83	1.5	5.7	92				
CAR AND DRIVER	397	**61	0.7	15.4	167	**3	0.1	0.8	24	**58	1.1	14.6	239				
CBS MAGAZINE NETWORK (GROSS)	1633	**243	3.0	14.9	162	**34	1.2	2.1	67	**209	3.9	12.8	209				
CHANGING TIMES	1554	**188	2.3	12.1	131	**81	3.0	5.2	169	**107	2.0	6.9	113				
COLONIAL HOMES	1304	**123	1.5	9.4	102	**37	1.4	2.8	92	**86	1.6	6.6	108				
CONDE NAST MAG. PKG. (GROSS)	17858	1981	24.3	11.1	121	742	27.1	4.2	134	1239	22.9	6.9	113				
CONSUMERS DIGEST	1406	**164	2.0	11.7	127	**42	1.5	3.0	97	**123	2.3	8.7	143				
COSMOPOLITAN	8815	1010	12.4	11.5	124	327	12.0	3.7	120	683	12.6	7.7	127				
COUNTRY LIVING	2636	**185	2.3	7.0	76	**37	1.4	1.4	45	**148	2.7	5.6	92				
CUISINE	1554	**184	2.3	11.8	129	**61	2.2	3.9	127	**123	2.3	7.9	129				
CYCLE WORLD	469	**101	1.2	21.5	234	**14	0.5	3.0	97	**87	1.6	18.6	303				
DCI:CREATIVE IDEAS FOR LIV	2631	**241	3.0	9.2	100	**83	3.0	3.2	102	**158	2.9	6.0	98				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	503	6.2	7.1	77	**158	5.8	2.2	72	346	6.4	4.9	80				
DISCOVER	998	**87	1.1	8.7	95	**41	1.5	4.1	133	**45	0.8	4.5	74				
EBONY	4289	242	3.0	5.6	61	**120	4.4	2.8	91	**122	2.3	2.8	47				
ESQUIRE	1176	**60	0.7	5.1	55	**23	0.8	2.0	63	**36	0.7	3.1	50				
ESSENCE	2392	**146	1.8	6.1	66	**62	2.3	2.6	84	**84	1.6	3.5	57				
FAMILY CIRCLE	17209	1758	21.6	10.2	111	530	19.4	3.1	100	1228	22.7	7.1	117				
THE FAMILY HANDYMAN	1184	**195	2.4	16.5	179	**82	3.0	6.9	224	**113	2.1	9.5	156				
FAMILY WEEKLY	12391	1233	15.1	10.0	108	358	13.1	2.9	93	875	16.2	7.1	115				
FIELD & STREAM	2438	**219	2.7	9.0	98	**16	0.6	0.7	21	**202	3.7	8.3	136				
FOOD & WINE	614	**59	0.7	9.6	104	**27	1.0	4.4	142	**32	0.6	5.2	85				
FORBES	813	**72	0.9	8.9	96	**31	1.1	3.8	123	**41	0.8	5.0	82				
FORTUNE	1083	**105	1.3	9.7	105	**39	1.4	3.6	117	**67	1.2	6.2	101				
GENTLEMEN'S QUARTERLY	1197	**107	1.3	8.9	97	**39	1.4	3.3	105	**69	1.3	5.8	94				
GLAMOUR	6625	790	9.7	11.9	130	315	11.5	4.8	154	475	8.8	7.2	117				
GOLF DIGEST	707	**103	1.3	14.6	158	**41	1.5	5.8	188	**62	1.1	8.8	143				
GOLF DIGEST/TENNIS (GROSS)	1316	**130	1.6	9.9	107	**53	1.9	4.0	130	**76	1.4	5.8	94				
GOLF MAGAZINE	469	**61	0.7	13.0	141	**10	0.4	2.1	69	**51	0.9	10.9	178				
GOLF MAGAZINE/SKI (GROSS)	1060	**121	1.5	11.4	124	**49	1.8	4.6	150	**72	1.3	6.8	111				
GOOD HOUSEKEEPING	17784	1677	20.6	9.4	102	517	18.9	2.9	94	1159	21.4	6.5	107				
HARPER'S BAZAAR	2931	297	3.6	10.1	110	**92	3.4	3.1	102	**205	3.8	7.0	114				
HEALTH	2199	**206	2.5	9.4	102	**76	2.8	3.5	112	**130	2.4	5.9	97				
HEARST MAG CORP. BUY (GROSS)	49148	4902	60.2	10.0	108	1514	55.4	3.1	100	3388	62.6	6.9	113				
HEARST MAN POWER (GROSS)	2113	**219	2.7	10.4	113	**49	1.8	2.3	75	**170	3.1	8.0	132				
HEARST WOMAN POWER (GROSS)	35062	3569	43.8	10.2	111	1128	41.3	3.2	104	2441	45.1	7.0	114				
HOUSE BEAUTIFUL	3865	419	5.1	10.8	118	**130	4.8	3.4	109	289	5.3	7.5	122				
INC.	315	**30	0.4	9.5	103	**17	0.6	5.4	175	**13	0.2	4.1	67				
JET	3690	217	2.7	5.9	64	**11	4.1	3.0	97	**106	2.0	2.9	47				
LADIES' HOME JOURNAL	12930	1263	15.5	9.8	106	509	18.6	3.9	127	754	13.9	5.8	95				
LHJ FAMILY GRP COMBO(GROSS)	18161	1831	22.5	10.1	110	681	24.9	3.7	121	1150	21.3	6.3	104				
LIFE	5065	456	5.6	9.0	98	**124	4.5	2.4	79	332	6.1	6.6	107				
L.A. TIMES HOME MAGAZINE	1310	**125	1.5	9.5	104	**72	2.6	5.5	178	**53	1.0	4.0	66				
MADAMOISELLE	3759	362	4.4	9.6	105	**127	4.6	3.4	109	**235	4.3	6.3	102				
MC CALL'S	14658	1406	17.3	9.6	104	451	16.5	3.1	100	955	17.7	6.5	107				
MC CALL'S/WRK MOTHER (GROSS)	15857	1527	18.8	9.6	105	476	17.4	3.0	97	1052	19.4	6.6	109				
MECHANIX ILLUSTRATED	809	**109	1.3	13.5	146	**48	1.8	5.9	192	**61	1.1	7.5	123				
METROPOLITAN HOME	1009	**138	1.7	13.7	149	**63	2.3	6.2	202	**75	1.4	7.4	122				
MONEY	1707	**158	1.9	9.3	101	**80	2.9	4.7	152	**78	1.4	4.6	75				
MOTHER EARTH NEWS	1123	**127	1.6	11.3	123	**20	0.7	1.8	58	**107	2.0	9.5	156				
MS.	932	**100	1.2	10.7	117	**47	1.7	5.0	163	**53	1.0	5.7	93				
NATIONAL ENQUIRER	11971	1111	13.6	9.3	101	427	15.6	3.6	115	683	12.6	5.7	93				
NATIONAL GEOGRAPHIC	10503	1329	16.3	12.7	137	424	15.5	4.0	131	905	16.7	8.6	141				
NATIONAL SUNDAY MAGAZINE PKG	54325	5685	67.4	10.1	110	1844	67.4	3.4	110	3641	67.3	6.7	110				
NATURAL HISTORY	626	**102	1.3	16.3	177	**19	0.7	3.0	98	**83	1.5	13.3	217				
NEW WOMAN	1992	**254	3.1	12.8	139	**31	1.1	1.6	50	**23	4.1	11.2	183				
NEW YORK INCLUDING CUE	547	**57	0.7	10.4	113	**37	1.4	6.8	219	**20	0.4	3.7	60				
THE NEW YORKER	1380	**141	1.7	10.2	111	**40	1.5	2.9	94	**102	1.9	7.4	121				
NEWSWEEK	6925	569	7.0	8.2	89	**209	7.6	3.0	98	361	6.7	5.2	85				
THE N.Y. TIMES DAILY EDITION	1363	**248	3.0	18.2	198	**153	5.6	11.2	363	**94	1.7	6.9	113				
THE N.Y. TIMES MAGAZINE	2333	332	4.1	14.2	155	**195	7.1	8.4	270	**137	2.5	5.9	96				
OMNI	872	**81	1.0	9.3	101	**24	0.9	2.8	89	**57	1.1	6.5	107				
ON CABLE	1298	**229	2.8	17.6	192	**80	2.9	6.2	199	**149	2.8	11.5	188				
1001 HOME IDEAS	3032	362	4.4	11.9	130	**96	3.5	3.2	102	**266	4.9	8.8	143				
ORGANIC GARDENING	1680	**133	1.6	7.9	86	**43	1.6	2.6	83	**89	1.6	5.3	87				
OUTDOOR LIFE	960	**118	1.4	12.3	134	**20	0.7	2.1	67	**98	1.8	10.2	167				
PARADE MAGAZINE	26755	2825	34.7	10.6	115	959	35.1	3.6	116	1867	34.5	7.0	114				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	8143	100.0	9.2	100	2734	100.0	3.1	100	5409	100.0	6.1	100				
PARENTS	4173	374	4.6	9.0	97	**103	3.8	2.5	80	*271	5.0	6.5	106				
PENTHOUSE	973	**120	1.5	12.3	134	**78	2.9	8.0	259	**42	0.8	4.3	71				
PEOPLE	13479	1452	17.8	10.8	117	509	18.6	3.8	122	943	17.4	7.0	114				
PLAYBOY	2183	267	3.3	12.2	133	**85	3.1	3.9	126	*182	3.4	8.3	136				
POPULAR HOT RODDING	388	**20	0.2	5.2	56	**0	0.0	0.0	0	**20	0.4	5.2	84				
POPULAR MECHANICS	1037	**43	0.5	4.1	45	**24	0.9	2.3	75	**19	0.4	1.8	30				
POPULAR SCIENCE	920	**127	1.6	13.8	150	**15	0.5	1.6	53	**112	2.1	12.2	199				
PREVENTION	4071	340	4.2	8.4	91	*166	6.1	4.1	132	*174	3.2	4.3	70				
PSYCHOLOGY TODAY	1940	*139	1.7	7.2	78	**38	1.4	2.0	63	*101	1.9	5.2	85				
READER'S DIGEST	24031	2415	29.7	10.0	109	844	30.9	3.5	114	1571	29.0	6.5	107				
REDBOOK	8464	882	10.8	10.4	113	283	10.4	3.3	108	599	11.1	7.1	116				
ROAD & TRACK	429	**71	0.9	16.6	180	**0	0.0	0.0	0	**71	1.3	16.6	271				
ROLLING STONE	1355	*218	2.7	16.1	175	**50	1.8	3.7	119	*168	3.1	12.4	203				
RUNNER'S WORLD	329	**21	0.3	6.4	69	**0	0.0	0.0	0	**21	0.4	6.4	104				
SATURDAY EVENING POST	1268	*149	1.8	11.8	128	**86	3.1	6.8	219	**63	1.2	5.0	81				
SCIENCE 84	702	**106	1.3	15.1	164	**30	1.1	4.3	138	**75	1.4	10.7	175				
SCIENCE DIGEST	553	**67	0.8	12.1	132	**11	0.4	2.0	64	**57	1.1	10.3	169				
SCIENTIFIC AMERICAN	615	**97	1.2	15.8	171	**32	1.2	5.2	168	**65	1.2	10.6	173				
SELF	2683	*350	4.3	13.0	142	**90	3.3	3.4	109	*260	4.8	9.7	158				
SEVENTEEN	3309	*276	3.4	8.3	91	**37	1.4	1.1	36	*239	4.4	7.2	118				
SKI	591	**60	0.7	10.2	110	**39	1.4	6.6	214	**21	0.4	3.6	58				
SMITHSONIAN	3039	279	3.4	9.2	100	*129	4.7	4.2	137	*150	2.8	4.9	81				
SOAP OPERA DIGEST	3683	385	4.7	10.5	114	*97	3.5	2.6	85	*288	5.3	7.8	128				
SOUTHERN LIVING	4434	262	3.2	5.9	64	**75	2.7	1.7	55	*187	3.5	4.2	69				
SPORT	701	**74	0.9	10.6	115	**13	0.5	1.9	60	**61	1.1	8.7	142				
THE SPORTING NEWS	518	**37	0.5	7.1	78	**2	0.1	0.4	12	*335	0.6	6.8	111				
SPORTS AFIELD	523	**109	1.3	20.8	226	**14	0.5	2.7	87	*94	1.7	18.0	294				
SPORTS ILLUSTRATED	3325	400	4.9	12.0	131	*152	5.6	4.6	148	*248	4.6	7.5	122				
STAR	8567	834	10.2	9.7	106	352	12.9	4.1	133	482	8.9	5.6	92				
SUNDAY	27630	2929	36.0	10.6	115	1060	38.8	3.8	124	1870	34.6	6.8	111				
SUNSET	2219	*211	2.6	9.5	103	*94	3.4	4.2	137	*117	2.2	5.3	86				
TV GUIDE	24258	2237	27.5	9.2	100	744	27.2	3.1	99	1494	27.6	6.2	101				
TENNIS	609	**27	0.3	4.4	48	*12	0.4	2.0	64	*15	0.3	2.5	40				
TIME	9929	1048	12.9	10.6	115	338	12.4	3.4	110	709	13.1	7.1	117				
TOWN & COUNTRY	1062	**83	1.0	7.8	85	**33	1.2	3.1	101	*50	0.9	4.7	77				
TRAVEL & LEISURE	1051	*172	2.1	16.4	178	**86	3.1	8.2	265	*86	1.6	8.2	134				
TRUE STORY	3946	259	3.2	6.6	71	*103	3.8	2.6	84	*156	2.9	4.0	65				
U.S. NEWS & WORLD REPORT	3782	394	4.8	10.4	113	*160	5.9	4.2	137	233	4.3	6.2	101				
USA TODAY	1874	*168	2.1	9.0	97	*52	1.9	2.8	90	*116	2.1	6.2	101				
US	2213	393	4.8	17.8	193	*102	3.7	4.6	149	*291	5.4	13.1	215				
VOGUE	4792	479	5.9	10.0	109	*210	7.7	4.4	142	269	5.0	5.6	92				
WALL STREET JOURNAL	2045	*194	2.4	9.5	103	*93	3.4	4.5	147	*101	1.9	4.9	81				
WEIGHT WATCHERS	2364	*260	3.2	11.0	119	*121	4.4	5.1	166	*139	2.6	5.9	96				
WOMAN'S DAY	15182	1516	18.6	10.0	108	595	21.8	3.9	127	921	17.0	6.1	99				
WORKING WOMAN	1198	*121	1.5	10.1	110	*24	0.9	2.0	65	*97	1.8	8.1	132				
WORKING WOMAN	1523	*179	2.2	11.8	128	*47	1.7	3.1	100	*133	2.5	8.7	143				
WORLD TENNIS	*183	*17	0.2	9.3	101	*4	0.1	2.2	71	*13	0.2	7.1	116				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	361	4.4	13.0	141	*106	3.9	3.8	124	255	4.7	9.2	150				
BLAIR INSERTS	47909	4875	59.9	10.2	111	1751	64.0	3.7	118	3123	57.7	6.5	107				
DAILY NEWSPAPERS																	
READ ANY	56731	5396	66.3	9.5	103	1895	69.3	3.3	108	3501	64.7	6.2	101				
READ ONE	47696	4422	54.3	9.3	101	1550	56.7	3.2	105	2872	53.1	6.0	98				
READ TWO OR MORE	9034	974	12.0	10.8	117	345	12.6	3.8	124	629	11.6	7.0	114				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	5738	70.5	9.9	108	1941	71.0	3.4	109	3797	70.2	6.6	108				
READ ONE	50513	4925	60.5	9.7	106	1678	61.4	3.3	107	3247	60.0	6.4	105				
READ TWO OR MORE	7219	813	10.0	11.3	122	263	9.6	3.6	118	550	10.2	7.6	125				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	31.28				25.50				34.28							
30 DAY REACH	78184	7435	91.3	9.5	103	2545	93.1	3.3	105	4890	90.4	6.3	102				
50 SHWG - 30 DAY AV FREQ	14.80	16.46				13.77				17.80							
30 DAY REACH	74239	7099	87.2	9.6	104	2367	86.6	3.2	103	4733	87.5	6.4	104				
25 SHWG - 30 DAY AV FREQ	8.05	8.94				7.61				9.58							
30 DAY REACH	68254	6591	80.9	9.7	105	2154	78.8	3.2	102	4437	82.0	6.5	106				
CABLE TV: HOME WIRED	35215	3258	40.0	9.3	101	954	34.9	2.7	88	2304	42.6	6.5	107				
HOME NOT WIRED	53250	4885	60.0	9.2	100	1780	65.1	3.3	108	3105	57.4	5.8	95				
HAVE PAY CABLE	17885	1811	22.2	10.1	110	*411	15.0	2.3	74	1401	25.9	7.8	128				

	TOTAL U.S. '000	SEAGRAMS 7 CROWN				A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D												
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	12336	100.0	7.4	100												
MALES	79263	6420	52.0	8.1	110												
FEMALES	88464	5916	48.0	6.7	91												
18 - 24	28671	2479	20.1	8.6	118												
25 - 34	39536	3050	24.7	7.7	105												
35 - 44	28978	2188	17.7	7.6	103												
45 - 54	22345	1507	12.2	6.7	92												
55 - 64	22224	1683	13.6	7.6	103												
65 OR OLDER	25973	1429	11.6	5.5	75												
18 - 34	68207	5529	44.8	8.1	110												
18 - 49	108058	8371	67.9	7.7	105												
25 - 54	90859	6745	54.7	7.4	101												
35 - 49	39851	2842	23.0	7.1	97												
50 OR OLDER	59669	3965	32.1	6.6	90												
GRADUATED COLLEGE	28091	2141	17.4	7.6	104												
ATTENDED COLLEGE	28938	2559	20.7	8.8	120												
GRADUATED HIGH SCHOOL	65503	5162	41.8	7.9	107												
DID NOT GRADUATE HIGH SCHOOL	45195	2473	20.0	5.5	74												
EMPLOYED MALES	56429	4896	39.7	8.7	118												
EMPLOYED FEMALES	43971	3252	26.4	7.4	101												
EMPLOYED FULL-TIME	87773	6946	56.3	7.9	108												
EMPLOYED PART-TIME	12627	1202	9.7	9.5	129												
NOT EMPLOYED	67327	4188	33.9	6.2	85												
PROFESSIONAL/MANAGER	25545	2149	17.4	8.3	113												
TECH/CLERICAL/SALES	30895	2440	19.8	7.9	107												
PRECISION/CRAFT	12629	1126	9.1	8.9	121												
OTHER EMPLOYED	31031	2432	19.7	7.8	107												
SINGLE	35557	3028	24.5	8.5	116												
MARRIED	103585	7348	59.6	7.1	96												
DIVORCED/SEPARATED/WIDOWED	28585	1961	15.9	6.9	93												
PARENTS	59295	4336	35.1	7.3	99												
WHITE	146081	11426	92.6	7.8	106												
BLACK	17974	755	6.1	4.2	57												
OTHER	3672	**154	1.2	4.2	57												
NORTHEAST-CENSUS	37005	3982	32.3	10.8	146												
NORTH CENTRAL	42642	3423	27.7	8.0	109												
SOUTH	56777	2878	23.3	5.1	69												
WEST	31303	2053	16.6	6.6	89												
NORTHEAST-MKTG.	38125	3612	29.3	9.5	129												
EAST CENTRAL	24794	2548	20.7	10.3	140												
WEST CENTRAL	28511	1886	15.3	6.6	90												
SOUTH	48953	2492	20.2	5.1	69												
PACIFIC	27344	1798	14.6	6.6	89												
COUNTY SIZE A	69301	5663	45.9	8.2	111												
COUNTY SIZE B	50633	3812	30.9	7.5	102												
COUNTY SIZE C	26259	1817	14.7	6.9	94												
COUNTY SIZE D	21534	1043	8.5	4.8	66												
METRO CENTRAL CITY	50014	3623	29.4	7.2	98												
METRO SUBURBAN	76832	6456	52.3	8.4	114												
NON METRO	40881	2256	18.3	5.5	75												
TOP 5 ADI'S	39550	3477	28.2	8.8	120												
TOP 10 ADI'S	54877	4366	35.4	8.0	108												
TOP 20 ADI'S	77516	6068	49.2	7.8	106												
HSGLD INC. \$50,000 OR MORE	17257	1430	11.6	8.3	113												
\$40,000 OR MORE	33235	2839	23.0	8.5	116												
\$30,000 OR MORE	59693	4899	39.7	8.2	112												
\$25,000 OR MORE	76275	6345	51.4	8.3	113												
\$20,000 - \$24,999	18607	1492	12.1	8.0	109												
\$15,000 - \$19,999	17175	1448	11.7	8.4	115												
\$10,000 - \$14,999	24569	1642	13.3	6.7	91												
UNDER \$10,000	31101	1409	11.4	4.5	62												
HOUSEHOLD OF 1 PERSON	19441	1200	9.7	6.2	84												
2 PEOPLE	51802	3411	27.7	6.6	90												
3 OR 4 PEOPLE	66933	5386	43.7	8.0	109												
5 OR MORE PEOPLE	29550	2339	19.0	7.9	108												
NO CHILD IN HSHLD	96587	6987	56.6	7.2	98												
CHILD(REN) UNDER 2 YRS	10844	707	5.7	6.5	89												
2 - 5 YEARS	26358	1734	14.1	6.6	89												
6 - 11 YEARS	30453	2301	18.7	7.6	103												
12 - 17 YEARS	36575	2811	22.8	7.7	104												
RESIDENCE OWNED	117770	8522	69.1	7.2	98												
VALUE: \$50,000 OR MORE	70166	5489	44.5	7.8	106												
VALUE: UNDER \$50,000	47604	3033	24.6	6.4	87												

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	TOTAL U.S. '000	SEAGRAMS 7 CROWN				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D												
TOTAL ADULTS	167727	12336	100.0	7.4	100												
ATLANTIC MONTHLY	867	**38	0.3	4.4	60												
BARRON'S	1580	*161	1.3	10.2	139												
BETTER HOMES & GARDENS	22203	1971	16.0	8.9	121												
BON APPETIT	3810	321	2.6	8.4	115												
BUSINESS WEEK	4663	464	3.8	10.0	135												
CAR AND DRIVER	3102	*273	2.2	8.8	120												
CBS MAGAZINE NETWORK (GROSS)	7311	689	5.6	9.4	128												
CHANGING TIMES	3400	386	3.1	11.4	154												
COLONIAL HOMES	1796	**127	1.0	7.1	96												
CONDE NAST MAG. PKG. (GROSS)	19924	1703	13.8	8.5	116												
CONSUMERS DIGEST	3125	332	2.7	10.6	144												
COSMOPOLITAN	10577	829	6.7	7.8	107												
COUNTRY LIVING	3746	*277	2.2	7.4	101												
CUISINE	2214	*206	1.7	9.3	127												
CYCLE WORLD	2394	*265	2.1	11.1	151												
DCI:CREATIVE IDEAS FOR LIV	3068	*269	2.2	8.8	119												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	601	4.9	6.3	86												
DISCOVER	2277	*199	1.6	8.7	119												
EBONY	7187	305	2.5	4.2	58												
ESQUIRE	2560	*189	1.5	7.4	100												
ESSENCE	3242	*182	1.5	5.6	76												
FAMILY CIRCLE	19639	1504	12.2	7.7	104												
THE FAMILY HANDYMAN	3540	426	3.5	12.0	164												
FAMILY WEEKLY	23924	1840	14.9	7.7	105												
FIELD & STREAM	9883	862	7.0	8.7	119												
FOOD & WINE	1030	**65	0.5	6.3	86												
FORBES	2679	282	2.3	10.5	143												
FORTUNE	2931	280	2.3	9.6	130												
GENTLEMEN'S QUARTERLY	3481	307	2.5	8.8	120												
GLAMOUR	7163	681	5.5	9.5	129												
GOLF DIGEST	2355	282	2.3	12.0	163												
GOLF DIGEST/TENNIS (GROSS)	3610	352	2.9	9.8	133												
GOLF MAGAZINE	2046	*171	1.4	8.4	114												
GOLF MAGAZINE/SKI (GROSS)	3547	268	2.2	7.6	103												
GOOD HOUSEKEEPING	20353	1447	11.7	7.1	97												
HARPER'S BAZAAR	3362	265	2.1	7.9	107												
HEALTH	2987	*196	1.6	6.6	89												
HEARST MAG CORP. BUY (GROSS)	67928	5347	43.3	7.9	107												
HEARST MAN POWER (GROSS)	11282	1114	9.0	9.9	134												
HEARST WOMAN POWER (GROSS)	40514	3088	25.0	7.6	104												
HOUSE BEAUTIFUL	4885	341	2.8	7.0	95												
INC.	1308	**170	1.4	13.0	177												
JET	6498	295	2.4	4.5	62												
LADIES' HOME JOURNAL	14797	1227	9.9	8.3	113												
LHJ FAMILY GRP COMBO(GROSS)	21743	1808	14.7	8.3	113												
LIFE	9881	899	7.3	9.1	124												
L.A. TIMES HOME MAGAZINE	2775	*145	1.2	5.2	71												
MADAMOISELLE	4219	*281	2.3	6.7	91												
MC CALL'S	16422	1225	9.9	7.5	101												
MC CALL'S/MRK MOTHER (GROSS)	17919	1374	11.1	7.7	104												
MECHANIX ILLUSTRATED	4433	486	3.9	11.0	149												
METROPOLITAN HOME	1504	*162	1.3	10.8	146												
MONEY	4723	522	4.2	11.1	150												
MOTHER EARTH NEWS	2325	*217	1.8	9.3	127												
MS.	1189	**100	0.8	8.4	114												
NATIONAL ENQUIRER	18892	1524	12.4	8.1	110												
NATIONAL GEOGRAPHIC	22129	2050	16.6	9.3	126												
NATIONAL SUNDAY MAGAZINE PKG	103750	8391	68.0	8.1	110												
NATURAL HISTORY	1379	**147	1.2	10.7	145												
NEW WOMAN	2289	*242	2.0	10.6	144												
NEW YORK INCLUDING CUE	1088	**70	0.6	6.4	87												
THE NEW YORKER	2459	226	1.8	9.2	125												
NEWSWEEK	16527	1470	11.9	8.9	121												
THE N.Y. TIMES DAILY EDITION	2739	287	2.3	10.5	142												
THE N.Y. TIMES MAGAZINE	4443	422	3.4	9.5	129												
OMNI	2799	*229	1.9	8.2	111												
ON CABLE	2209	*334	2.7	15.1	206												
1001 HOME IDEAS	3959	385	3.1	9.7	132												
ORGANIC GARDENING	3111	*180	1.5	5.8	79												
OUTDOOR LIFE	5024	521	4.2	10.4	141												
PARADE MAGAZINE	51292	4369	35.4	8.5	116												

	TOTAL U.S. '000	SEAGRAMS 7 CROWN				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	12336	100.0	7.4	100																
PARENTS	5298	495	4.0	9.3	127																
PENTHOUSE	5129	659	5.3	12.8	175																
PEOPLE	21070	1910	15.5	9.1	123																
PLAYBOY	10562	1102	8.9	10.4	142																
POPULAR HOT RODDING	2498	*356	2.9	14.3	194																
POPULAR MECHANICS	5887	583	4.7	9.9	135																
POPULAR SCIENCE	4317	452	3.7	10.5	142																
PREVENTION	5792	296	2.4	5.1	69																
PSYCHOLOGY TODAY	3284	*219	1.8	6.7	91																
READER'S DIGEST	40046	3126	25.3	7.8	106																
REDBOOK	9584	812	6.6	8.5	115																
ROAD & TRACK	2590	*273	2.2	10.5	143																
ROLLING STONE	3302	373	3.0	11.3	154																
RUNNER'S WORLD	1229	**115	0.9	9.4	127																
SATURDAY EVENING POST	2110	*225	1.8	10.7	145																
SCIENCE 84	1543	*169	1.4	11.0	149																
SCIENCE DIGEST	1747	*149	1.2	8.5	116																
SCIENTIFIC AMERICAN	1994	*213	1.7	10.7	145																
SELF	3119	*332	2.7	10.6	145																
SEVENTEEN	3923	*294	2.4	7.5	102																
SKI	1501	**97	0.8	6.5	88																
SMITHSONIAN	5976	480	3.9	8.0	109																
SOAP OPERA DIGEST	4228	332	2.7	7.9	107																
SOUTHERN LIVING	6488	332	2.7	5.1	70																
SPORT	3500	333	2.7	9.5	129																
THE SPORTING NEWS	2456	*209	1.7	8.5	116																
SPORTS AFIELD	3648	381	3.1	10.4	142																
SPORTS ILLUSTRATED	14484	1368	11.1	9.4	128																
STAR	12661	1126	9.1	8.9	121																
SUNDAY	52799	4510	36.6	8.5	116																
SUNSET	3513	*244	2.0	6.9	94																
TV GUIDE	42766	3490	28.3	8.2	111																
TENNIS	1254	**70	0.6	5.6	76																
TIME	22054	2102	17.0	9.5	130																
TOWN & COUNTRY	1555	**86	0.7	5.5	75																
TRAVEL & LEISURE	2173	*291	2.4	13.4	182																
TRUE STORY	4636	301	2.4	6.5	88																
U.S. NEWS & WORLD REPORT	10353	820	6.6	7.9	108																
USA TODAY	4994	426	3.5	8.5	116																
US	3528	423	3.4	12.0	163																
VOGUE	5424	410	3.3	7.6	103																
HALL STREET JOURNAL	6292	588	4.8	9.3	127																
WEIGHT WATCHERS	2762	*253	2.1	9.2	125																
WOMAN'S DAY	16320	1146	9.3	7.0	95																
WORKING MOTHER	1496	**149	1.2	10.0	135																
WORKING WOMAN	1851	**123	1.0	6.6	90																
WORLD TENNIS	580	**52	0.4	9.0	122																
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1144	9.3	9.2	125																
BLAIR INSERTS	91671	7526	61.0	8.2	112																
DAILY NEWSPAPERS																					
READ ANY	109190	8437	68.4	7.7	105																
READ ONE	89587	6731	54.6	7.5	102																
READ TWO OR MORE	19602	1706	13.8	8.7	118																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	109661	8801	71.3	8.0	109																
READ ONE	95074	7442	60.3	7.8	106																
READ TWO OR MORE	14588	1360	11.0	9.3	127																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	28.80	30.39																			
30 DAY REACH	149706	11315	91.7	7.6	103																
50 SHWG - 30 DAY AV FREQ	15.16	15.92																			
30 DAY REACH	142406	10814	87.7	7.6	103																
25 SHWG - 30 DAY AV FREQ	8.23	8.80																			
30 DAY REACH	131152	9817	79.6	7.5	102																
CABLE TV: HOME WIRED	66879	5896	47.8	8.8	120																
HOME NOT WIRED	100848	6440	52.2	6.4	87																
HAVE PAY CABLE	35024	3569	28.9	10.2	139																

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	39601	100.0	18.2	100	6102	100.0	3.6	100	6564	100.0	3.9	100	17935	100.0	10.7	100
MALES	79263	18453	60.3	23.3	128	4013	65.8	5.1	139	4178	63.7	5.3	135	10261	57.2	12.9	121
FEMALES	88464	12148	39.7	13.7	75	2089	34.2	2.4	65	2385	36.3	2.7	69	7674	42.8	8.7	81
18 - 24	28671	5426	17.7	18.9	104	1228	20.1	4.3	118	1088	16.6	3.8	97	3111	17.3	10.9	101
25 - 34	39536	7880	25.8	19.9	109	1128	18.5	2.9	78	1412	21.5	3.6	91	5340	29.8	13.5	126
35 - 44	28978	5887	19.2	20.3	111	1058	17.3	3.7	100	994	15.1	3.4	88	3834	21.4	13.2	124
45 - 54	22345	4171	13.6	18.7	102	730	12.0	3.3	90	1119	17.0	5.0	128	2323	13.0	10.4	97
55 - 64	22224	3899	12.7	17.5	96	868	14.2	3.9	107	1006	15.3	4.5	116	2025	11.3	9.1	85
65 OR OLDER	25973	3338	10.9	12.9	70	1091	17.9	4.2	115	944	14.4	3.6	93	1303	7.3	5.0	47
18 - 34	68207	13306	43.5	19.5	107	2355	38.6	3.5	95	2500	38.1	3.7	94	8451	47.1	12.4	116
18 - 49	106058	21356	69.8	19.8	108	3760	61.6	3.5	96	4046	61.6	3.7	96	13550	75.6	12.5	117
25 - 54	90859	17938	58.6	19.7	108	2915	47.8	3.2	88	3525	53.7	3.9	99	11497	64.1	12.7	118
35 - 49	39851	8050	26.3	20.2	111	1405	23.0	3.5	97	1546	23.6	3.9	99	5099	28.4	12.8	120
50 OR OLDER	59669	9245	30.2	15.5	85	2342	38.4	3.9	108	2518	38.4	4.2	108	4386	24.5	7.4	69
GRADUATED COLLEGE	28091	6629	21.7	23.6	129	1093	17.9	3.9	107	1470	22.4	5.2	134	4066	22.7	14.5	135
ATTENDED COLLEGE	28938	6328	20.7	21.9	120	908	14.9	3.1	86	1232	18.8	4.3	109	4188	23.4	14.5	135
GRADUATED HIGH SCHOOL	65503	12128	39.6	18.5	101	2706	44.3	4.1	114	2371	36.1	3.6	92	7051	39.3	10.8	101
DID NOT GRADUATE HIGH SCHOOL	45195	5515	18.0	12.2	67	1396	22.9	3.1	85	1490	22.7	3.3	84	2629	14.7	5.8	54
EMPLOYED MALES	56429	14064	46.0	24.9	137	2828	46.3	5.0	138	2900	44.2	5.1	131	8336	46.5	14.8	138
EMPLOYED FEMALES	43971	6894	22.5	15.7	86	856	14.0	1.9	54	1236	18.8	2.8	72	4803	26.8	10.9	102
EMPLOYED FULL-TIME	87773	18891	61.7	21.5	118	3418	56.0	3.9	107	3835	58.4	4.4	112	11637	64.9	13.3	124
EMPLOYED PART-TIME	12627	2067	6.8	16.4	90	*266	4.4	2.1	58	*301	4.6	2.4	61	1501	8.4	11.9	111
NOT EMPLOYED	67327	9643	31.5	14.3	79	2418	39.6	3.6	99	2428	37.0	3.6	92	4797	26.7	7.1	67
PROFESSIONAL/MANAGER	25845	6002	19.6	23.2	127	907	14.9	3.5	96	1390	21.2	5.4	137	3704	20.7	14.3	134
TECH/CLERICAL/SALES	30895	6289	20.6	20.4	112	788	12.9	2.6	70	1063	16.2	3.4	88	4438	24.7	14.4	134
PRECISION/CRAFT	12629	3081	10.1	24.4	134	735	12.0	5.8	160	537	8.2	4.3	109	1809	10.1	14.3	134
OTHER EMPLOYED	31031	5587	18.3	18.0	99	1255	20.6	4.0	111	1145	17.4	3.7	94	3187	17.8	10.3	96
SINGLE	35557	6790	22.2	19.1	105	1297	21.3	3.6	100	1430	21.8	4.0	103	4063	22.7	11.4	107
MARRIED	103585	19322	63.1	18.7	102	3552	58.2	3.4	94	4192	63.9	4.0	103	11578	64.6	11.2	105
DIVORCED/SEPARATED/WIDOWED	28585	4489	14.7	15.7	86	1253	20.5	4.4	120	941	14.3	3.3	84	2295	12.8	8.0	75
PARENTS	59295	10880	35.6	18.3	101	1603	26.3	2.7	74	1950	29.7	3.3	84	7328	40.9	12.4	116
WHITE	146081	27451	89.7	18.8	103	5403	88.5	3.7	102	5784	88.1	4.0	101	16264	90.7	11.1	104
BLACK	17974	2496	8.2	13.9	76	588	9.6	3.3	90	680	10.4	3.8	97	1229	6.9	6.8	64
OTHER	3672	*654	2.1	17.8	98	**111	1.8	3.0	83	*101	1.5	2.8	70	**442	2.5	12.0	113
NORTHEAST-CENSUS	37005	4898	16.0	13.2	73	808	13.2	2.2	60	1057	16.1	2.9	73	3033	16.9	8.2	77
NORTH CENTRAL	42642	7579	24.8	17.8	97	1292	21.2	3.0	83	1466	22.3	3.4	88	4821	26.9	11.3	106
SOUTH	56777	11298	36.9	19.9	109	2792	45.8	4.9	135	2605	39.7	4.6	117	5901	32.9	10.4	97
WEST	31303	6826	22.3	21.8	120	1210	19.8	3.9	106	1435	21.9	4.6	117	4181	23.3	13.4	125
NORTHEAST-MKTG.	38125	4919	16.1	12.9	71	742	12.2	1.9	53	1121	17.1	2.9	75	3056	17.0	8.0	75
EAST CENTRAL	24794	4429	14.5	17.9	98	767	12.6	3.1	85	949	14.5	3.8	98	2714	15.1	10.9	102
WEST CENTRAL	28511	5394	17.6	18.9	104	1032	16.9	3.6	99	986	15.0	3.5	88	3376	18.8	11.8	111
SOUTH	48953	9968	32.6	20.4	112	2510	41.1	5.1	141	2272	34.6	4.6	119	5187	28.9	10.6	99
PACIFIC	27344	5891	19.3	21.5	118	1052	17.2	3.8	106	1237	18.8	4.5	116	3603	20.1	13.2	123
COUNTY SIZE A	69301	12504	40.9	18.0	99	2187	35.8	3.2	87	2842	43.3	4.1	105	7475	41.7	10.8	101
COUNTY SIZE B	50633	10203	33.3	20.2	110	2156	35.3	4.3	117	2176	33.2	4.3	110	5870	32.7	11.6	108
COUNTY SIZE C	26259	4669	15.3	17.8	97	1022	16.7	3.9	107	806	12.3	3.1	78	2841	15.8	10.8	101
COUNTY SIZE D	21534	3226	10.5	15.0	82	737	12.1	3.4	94	740	11.3	3.4	88	1749	9.8	8.1	76
METRO CENTRAL CITY	50014	9871	32.3	19.7	108	2326	38.1	4.7	128	1951	29.7	3.9	100	5595	31.2	11.2	105
METRO SUBURBAN	76832	13935	45.5	18.1	99	2223	36.4	2.9	80	3231	49.2	4.2	107	8482	47.3	11.0	103
NON METRO	40881	6794	22.2	16.6	91	1553	25.5	3.8	104	1382	21.1	3.4	86	3859	21.5	9.4	88
TOP 5 ADI'S	39550	6595	21.6	16.7	91	1127	18.5	2.8	78	1413	21.5	3.6	91	4054	22.6	10.3	96
TOP 10 ADI'S	54877	9164	29.9	16.7	92	1712	28.1	3.1	86	2083	31.7	3.8	97	5370	29.9	9.8	92
TOP 20 ADI'S	77516	13274	43.4	17.1	94	2570	42.1	3.3	91	2972	45.3	3.8	98	7732	43.1	10.0	93
HSHLD INC. \$50,000 OR MORE	17257	3649	11.9	21.1	116	581	9.5	3.4	93	885	13.5	5.1	131	2184	12.2	12.7	118
\$40,000 OR MORE	33235	6922	22.6	20.8	114	1186	19.4	3.6	98	1644	25.0	4.9	126	4092	22.8	12.3	115
\$30,000 OR MORE	59693	12875	42.1	21.6	118	1950	32.0	3.3	90	3019	46.0	5.1	129	7906	44.1	13.2	124
\$25,000 OR MORE	76275	16106	52.6	21.1	116	2524	41.4	3.3	91	3650	55.6	4.8	122	9932	55.4	13.0	122
\$20,000 - \$24,999	18607	3480	11.4	18.7	103	686	11.2	3.7	101	629	9.6	3.4	86	2165	12.1	11.6	109
\$15,000 - \$19,999	17175	3097	10.1	18.0	99	824	13.5	4.8	132	556	8.5	3.2	83	1717	9.6	10.0	93
\$10,000 - \$14,999	24569	4294	14.0	17.5	96	1126	18.5	4.6	126	923	14.1	3.8	96	2245	12.5	9.1	85
UNDER \$10,000	31101	3624	11.8	11.7	64	942	15.4	3.0	83	806	12.3	2.6	66	1877	10.5	6.0	56
HOUSEHOLD OF 1 PERSON	19441	3298	10.8	17.0	93	837	13.7	4.3	118								

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	30601	100.0	18.2	100	6102	100.0	3.6	100	6564	100.0	3.9	100	17935	100.0	10.7	100
MAGAZINES	QUINTILE 1	34022	7950	26.0	23.4	128	1371	22.5	4.0	111	1647	25.1	4.8	124	4933	27.5	14.5	136
	QUINTILE 2	34800	6615	21.6	19.0	104	1084	17.8	3.1	86	1506	22.9	4.3	111	4025	22.4	11.6	108
	QUINTILE 3	30514	5522	18.0	18.1	99	989	16.2	3.2	89	1186	18.1	3.9	99	3348	18.7	11.0	103
	QUINTILE 4	33324	5841	19.1	17.5	96	1276	20.9	3.8	105	1221	18.6	3.7	94	3344	18.6	10.0	94
	QUINTILE 5	35066	4673	15.3	13.3	73	1383	22.7	3.9	108	1004	15.3	2.9	73	2286	12.7	6.5	61
NEWSPAPERS	QUINTILE 1	29107	5728	18.7	19.7	108	927	15.2	3.2	88	1326	20.2	4.6	116	3475	19.4	11.9	112
	QUINTILE 2	49095	9065	29.6	18.5	101	1815	29.7	3.7	102	1977	30.1	4.0	103	5272	29.4	10.7	100
	QUINTILE 3	23107	4567	14.9	19.8	108	934	15.3	4.0	111	857	13.1	3.7	95	2776	15.5	12.0	111
	QUINTILE 4	33556	5491	17.9	16.4	90	988	16.2	2.9	81	1120	17.1	3.3	85	3383	18.9	10.1	94
	QUINTILE 5	32863	5751	18.8	17.5	96	1438	23.6	4.4	120	1284	19.6	3.9	100	3030	16.9	9.2	86
OUTDOOR	QUINTILE 1	33431	6355	20.8	19.0	104	1097	18.0	3.3	90	1182	18.0	3.5	90	4076	22.7	12.2	114
	QUINTILE 2	33478	6999	22.9	20.9	115	1196	19.6	3.6	98	1451	22.1	4.3	111	4352	24.3	13.0	122
	QUINTILE 3	33574	6425	21.0	19.1	105	1390	22.8	4.1	114	1290	19.7	3.8	98	3744	20.9	11.2	104
	QUINTILE 4	33935	5598	18.3	16.5	90	1097	18.0	3.2	89	1212	18.5	3.6	91	3288	18.3	9.7	91
	QUINTILE 5	33310	5226	17.1	15.7	86	1322	21.7	4.0	109	1428	21.8	4.3	110	2476	13.8	7.4	70
RADIO-DRIVE TIME	QUINTILE 1	33136	6013	19.6	18.1	99	1007	16.5	3.0	84	1336	20.4	4.0	103	3670	20.5	11.1	104
	QUINTILE 2	31658	6243	20.4	19.7	108	1130	18.5	3.6	98	1274	19.4	4.0	103	3839	21.4	12.1	113
	QUINTILE 3	32541	5974	19.5	18.4	101	1224	20.1	3.8	103	1269	19.3	3.9	100	3481	19.4	10.7	100
	QUINTILE 4	34247	6263	20.5	18.3	100	1335	21.9	3.9	107	1231	18.8	3.6	92	3698	20.6	10.8	101
	QUINTILE 5	36144	6109	20.0	16.9	93	1407	23.1	3.9	107	1454	22.2	4.0	103	3248	18.1	9.0	84
RADIO-MID- DAY	TERCILE 1	45037	8517	27.8	18.9	104	1626	26.6	3.6	99	1798	27.4	4.0	102	5094	28.4	11.3	106
	TERCILE 2	44819	7868	25.7	17.6	96	1411	23.1	3.1	87	1889	28.8	4.2	108	4568	25.5	10.2	95
	TERCILE 3	77872	14216	46.5	18.3	100	3065	50.2	3.9	108	2877	43.8	3.7	94	8274	46.1	10.6	99
RADIO-TOTAL	QUINTILE 1	33763	6020	19.7	17.8	98	1075	17.6	3.2	88	1261	19.2	3.7	95	3684	20.5	10.9	102
	QUINTILE 2	33240	6312	20.6	19.0	104	1350	22.1	4.1	112	1431	21.8	4.3	110	3532	19.7	10.6	99
	QUINTILE 3	33408	6567	21.5	19.7	108	1030	16.9	3.1	85	1324	20.2	4.0	101	4213	23.5	12.6	118
	QUINTILE 4	34792	6241	20.4	17.9	98	1448	23.7	4.2	114	1202	18.3	3.5	88	3592	20.0	10.3	97
	QUINTILE 5	32524	5462	17.8	16.8	92	1200	19.7	3.7	101	1346	20.5	4.1	106	2916	16.3	9.0	84
TV-PRIME TIME	QUINTILE 1	33090	5414	17.7	16.4	90	1149	18.8	3.5	95	1063	16.2	3.2	82	3202	17.9	9.7	90
	QUINTILE 2	33357	6288	20.5	18.9	103	1169	19.2	3.5	96	1386	21.1	4.2	106	3733	20.8	11.2	105
	QUINTILE 3	33980	6558	21.4	19.3	106	1267	20.8	3.7	102	1334	20.3	3.9	100	3957	22.1	11.6	109
	QUINTILE 4	33854	6074	19.8	17.9	98	1202	19.7	3.6	98	1294	19.7	3.8	98	3579	20.0	10.6	99
	QUINTILE 5	33444	6267	20.5	18.7	103	1315	21.6	3.9	108	1487	22.7	4.4	114	3466	19.3	10.4	97
TV-DAYTIME	TERCILE 1	49121	7932	25.9	16.1	89	1777	29.1	3.6	99	1679	25.6	3.4	87	4476	25.0	9.1	85
	TERCILE 2	48823	8664	28.3	17.7	97	1694	27.8	3.5	95	1992	30.3	4.1	104	4979	27.8	10.2	95
	TERCILE 3	69782	14006	45.8	20.1	110	2631	43.1	3.8	104	2893	44.1	4.1	106	8481	47.3	12.2	114
TV-TOTAL	QUINTILE 1	33584	5557	18.2	16.5	91	1179	19.3	3.5	96	1161	17.7	3.5	88	3216	17.9	9.6	90
	QUINTILE 2	33441	5861	19.2	17.5	96	1315	21.6	3.9	108	1184	18.0	3.5	90	3361	18.7	10.1	94
	QUINTILE 3	33505	6396	20.9	19.1	105	1229	20.1	3.7	101	1232	18.8	3.7	94	3936	21.9	11.7	110
	QUINTILE 4	33466	6426	21.0	19.2	105	1220	20.0	3.6	100	1492	22.7	4.5	114	3714	20.7	11.1	104
	QUINTILE 5	33731	6362	20.8	18.9	103	1159	19.0	3.4	94	1495	22.8	4.4	113	3708	20.7	11.0	103
MAGAZINES-NEWSPAPERS: DUAL		44503	9483	31.0	21.3	117	1625	26.6	3.7	100	2155	32.8	4.8	124	5703	31.8	12.8	120
MAGAZINE IMPERATIVE		39363	7875	25.7	20.0	110	1355	22.2	3.4	95	1599	24.4	4.1	104	4921	27.4	12.5	117
NEWSPAPER IMPERATIVE		46441	7730	25.3	16.6	91	1691	27.7	3.6	100	1643	25.0	3.5	90	4396	24.5	9.5	89
MAGAZINES-OUTDOOR: DUAL		33726	7339	24.0	21.8	119	1115	18.3	3.3	91	1372	20.9	4.1	104	4852	27.1	14.4	135
MAGAZINE IMPERATIVE		52846	10247	33.5	19.4	106	1965	32.2	3.7	102	2398	36.5	4.5	116	5885	32.8	11.1	104
OUTDOOR IMPERATIVE		52140	9117	29.8	17.5	96	1895	31.1	3.6	100	1908	29.1	3.7	94	5314	29.6	10.2	95
MAGAZINES-RADIO: DUAL		37081	7616	24.9	20.5	113	1380	22.6	3.7	102	1657	25.2	4.5	114	4579	25.5	12.3	115
MAGAZINE IMPERATIVE		49747	10443	34.1	21.0	115	1664	27.3	3.3	92	2299	35.0	4.6	118	6480	36.1	13.0	122
RADIO IMPERATIVE		49208	8096	26.5	16.5	90	1739	28.5	3.5	97	1704	26.0	3.5	88	4654	25.9	9.5	88
MAGAZINES-TELEVISION: DUAL		33103	6381	20.9	19.3	106	1106	18.1	3.3	92	1287	19.6	3.9	99	3988	22.2	12.0	113
MAGAZINE IMPERATIVE		54575	11692	38.2	21.4	117	1867	30.6	3.4	94	2554	38.9	4.7	120	7271	40.5	13.3	125
TELEVISION IMPERATIVE		53249	8386	27.4	15.7	86	2089	34.2	3.9	108	1673	25.5	3.1	80	4624	25.8	8.7	81
NEWSPAPERS-OUTDOOR: DUAL		36255	7579	24.8	20.9	115	1257	20.6	3.5	95	1600	24.4	4.4	113	4722	26.3	13.0	122
NEWSPAPER IMPERATIVE		55591	9929	32.4	17.9	98	1980	32.4	3.6	98	2268	34.6	4.1	104	5681	31.7	10.2	96
OUTDOOR IMPERATIVE		48319	8882	29.0	18.4	101	1830	30.0	3.8	104	1628	24.8	3.4	86	5424	30.2	11.2	105
NEWSPAPERS-RADIO: DUAL		37242	7236	23.6	19.4	106	1440	23.6	3.9	106	1665	25.4	4.5	114	4132	23.0	11.1	104
NEWSPAPER IMPERATIVE		54423	10321	33.7	19.0	104	1928	31.6	3.5	97	2185	33.3	4.0	103	6208	34.6	11.4	107
RADIO IMPERATIVE		46650	8374	27.4	18.0	98	1555	25.5	3.3	92	1700	25.9	3.6	93	5119	28.5	11.0	103
NEWSPAPERS-TELEVISION: DUAL		35974	6530	21.3	18.2	99	1339	21.9	3.7	102	1316	20.0	3.7	93	3876	21.6	10.8	101
NEWSPAPER IMPERATIVE		56095	11145	36.4	19.9	109	1947	31.9	3.5	95	2482	37.8	4.4	113	6717	37.5	12.0	112
TELEVISION IMPERATIVE		47170	7975	26.1	16.9	93	1829	30.0	3.9	107	1526	23.2	3.2	83	4621	25.8	9.8	92
OUTDOOR-RADIO: DUAL		33748	6762	22.1	20.0	110	984	16.1	2.9	80	1290	19.7	3.8	98	4488	25.0	13.3	124
OUTDOOR IMPERATIVE		52785	10319	33.7	19.5	107	2110	34.6	4.0	110	1997	30.4	3.8	97	6212	34.6	11.8	110
RADIO IMPERATIVE		52882	9216	30.1	17.4	96												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BOURBON WHISKEY

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-20

	'000	%	UNWEIGHTED
3A. DO YOU YOURSELF DRINK IT?			
YES	30601	18.2	3533
NO	137126	81.8	15577

IF YOU DO

3B. WHO DECIDES WHICH BRANDS OF BOURBON WHISKEY YOU DRINK? (MARK AS MANY AS APPLY)

YOURSELF	23223	13.8	2728
YOUR HUSBAND/WIFE	7257	4.3	786
LIQUOR DEALER	526	.3	54
OTHER MALE	1797	1.1	197
OTHER FEMALE	1107	.7	100
DO NOT KNOW	2343	1.4	244

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
3C. WHICH BRANDS DO YOU DRINK?									
ANCIENT AGE	3072	1.8	478	.3	1770	1.1	823	.5	329
ANTIQUE	420	.3	27	*	281	.2	112	.1	53
BOURBON SUPREME	1061	.6	297	.2	571	.3	194	.1	116
EAGLE RARE	549	.3	3	*	384	.2	162	.1	64
EARLY TIMES	3530	2.1	715	.4	1777	1.1	1038	.6	423
GEORGE DICKEL	1260	.8	88	.1	636	.4	536	.3	135
HEAVEN HILL	547	.3	71	*	196	.1	280	.2	77
HENRY MCKENNA	323	.2	10	*	224	.1	90	.1	42
I.M. HARPER	1568	.9	197	.1	889	.5	481	.3	199
JACK DANIEL'S	15197	9.1	4794	2.9	8255	4.9	2148	1.3	1650
JIM BEAM	10922	6.5	2562	1.5	5322	3.2	3037	1.8	1185
J.M. DANT	600	.4	58	*	359	.2	182	.1	85
MATTLINGLY & MOORE	215	.1	54	*	85	.1	76	*	33
OLD CHARTER	1317	.8	417	.2	560	.3	340	.2	140
OLD CROW	2373	1.4	443	.3	1376	.8	555	.3	290
OLD FITZGERALD	871	.5	54	*	597	.4	220	.1	119
OLD FORESTER	1152	.7	171	.1	624	.4	358	.2	144
OLD GRAND-DAD	3826	2.3	462	.3	1872	1.1	1491	.9	444
OLD TAYLOR	1337	.8	148	.1	857	.5	332	.2	167
SEAGRAMS BENCHMARK	1581	.9	361	.2	887	.5	333	.2	172
TEN HIGH	1732	1.0	327	.2	910	.5	495	.3	206
WALKERS DE LUXE	1127	.7	234	.1	646	.4	247	.1	167
WILD TURKEY	5748	3.4	816	.5	2813	1.7	2120	1.3	623
OTHER BRANDS	3546	2.1	1439	.9	1465	.9	643	.4	432
DO NOT KNOW	460	.3							67

IN LAST 7 DAYS

		'000	%	UNWEIGHTED
3D. ABOUT HOW MANY DRINKS OR GLASSES OF BOURBON WHISKEY DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?				
14 OR MORE	H	800	.5	104
8 - 13	H	760	.5	80
7	H	796	.5	113
5 - 6	H	862	.5	119
3 - 4	H	2884	1.7	321
2	M	3162	1.9	386
1	M	3402	2.0	389
NONE	L	17935	10.7	2021

IN LAST 30 DAYS

	'000	%	UNWEIGHTED
14 OR MORE	2401	1.4	284
8 - 13	1736	1.0	218
7	1670	1.0	193
5 - 6	1961	1.2	241
3 - 4	3667	2.2	388
2	3690	2.2	435
1	3386	2.0	410
NONE	12091	7.2	1364

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

14 OR MORE
8 - 13
7
5 - 6
3 - 4
2
1
NONE

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	30601	100.0	18.2	100	6102	100.0	3.6	100	6564	100.0	3.9	100	17935	100.0	10.7	100
MALES	79263	18453	60.3	23.3	128	4013	65.8	5.1	139	4178	63.7	5.3	135	10261	57.2	12.9	121
FEMALES	88464	12148	39.7	13.7	75	2089	34.2	2.4	65	2385	36.3	2.7	69	7674	42.8	8.7	81
18 - 24	28671	5426	17.7	18.9	104	1228	20.1	4.3	118	1088	16.6	3.8	97	3111	17.3	10.9	101
25 - 34	39536	7880	25.8	19.9	109	1128	18.5	2.9	78	1412	21.5	3.6	91	5340	29.8	13.5	126
35 - 44	28978	5887	19.2	20.3	111	1058	17.3	3.7	100	994	15.1	3.4	88	3834	21.4	13.2	124
45 - 54	22345	4171	13.6	18.7	102	730	12.0	3.3	90	1119	17.0	5.0	128	2323	13.0	10.4	97
55 - 64	22224	3899	12.7	17.5	96	868	14.2	3.9	107	1006	15.3	4.5	116	2025	11.3	9.1	85
65 OR OLDER	25973	3338	10.9	12.9	70	1091	17.9	4.2	115	944	14.4	3.6	93	1303	7.3	5.0	47
18 - 34	68207	13306	43.5	19.5	107	2355	38.6	3.5	95	2500	38.1	3.7	94	8451	47.1	12.4	116
18 - 49	108058	21356	69.8	19.8	108	3760	61.6	3.5	96	4046	61.6	3.7	96	13550	75.6	12.5	117
25 - 54	90859	17938	58.6	19.7	108	2915	47.8	3.2	88	3525	53.7	3.9	99	11497	64.1	12.7	118
35 - 49	39851	8050	26.3	20.2	111	1405	23.0	3.5	97	1546	23.6	3.9	99	5099	28.4	12.8	120
50 OR OLDER	59669	9245	30.2	15.5	85	2342	38.4	3.9	108	2518	38.4	4.2	108	4386	24.5	7.4	69
GRADUATED COLLEGE	28091	6629	21.7	23.6	129	1093	17.9	3.9	107	1470	22.4	5.2	134	4066	22.7	14.5	135
ATTENDED COLLEGE	28938	6328	20.7	21.9	120	908	14.9	3.1	86	1232	18.8	4.3	109	4188	23.4	14.5	135
GRADUATED HIGH SCHOOL	65503	12128	39.6	18.5	101	2706	44.3	4.1	114	2371	36.1	3.6	92	7051	39.3	10.8	101
DID NOT GRADUATE HIGH SCHOOL	45195	5515	18.0	12.2	67	1396	22.9	3.1	85	1490	22.7	3.3	84	2629	14.7	5.8	54
EMPLOYED MALES	56429	14064	46.0	24.9	137	2828	46.3	5.0	138	2900	44.2	5.1	131	8336	46.5	14.8	138
EMPLOYED FEMALES	43971	6894	22.5	15.7	86	856	14.0	1.9	54	1236	18.8	2.8	72	4803	26.8	10.9	102
EMPLOYED FULL-TIME	87773	18891	61.7	21.5	118	3418	56.0	3.9	107	3835	58.4	4.4	112	11637	64.9	13.3	124
EMPLOYED PART-TIME	12627	2067	6.8	16.4	90	*266	4.4	2.1	58	*301	4.6	2.4	61	1501	8.4	11.9	111
NOT EMPLOYED	67327	9643	31.5	14.3	79	2418	39.6	3.6	99	2428	37.0	3.6	92	4797	26.7	7.1	67
PROFESSIONAL/MANAGER	25845	6002	19.6	23.2	127	907	14.9	3.5	96	1390	21.2	5.4	137	3704	20.7	14.3	134
TECH/CLERICAL/SALES	30895	6289	20.6	20.4	112	788	12.9	2.6	70	1063	16.2	3.4	88	4438	24.7	14.4	134
PRECISION/CRAFT	12629	3081	10.1	24.4	134	735	12.0	5.8	160	537	8.2	4.3	109	1809	10.1	14.3	134
OTHER EMPLOYED	31031	5587	18.3	18.0	99	1255	20.6	4.0	111	1145	17.4	3.7	94	3187	17.8	10.3	96
SINGLE	35557	6790	22.2	19.1	105	1297	21.3	3.6	100	1430	21.8	4.0	103	4063	22.7	11.4	107
MARRIED	103585	19322	63.1	18.7	102	3552	58.2	3.4	94	4192	63.9	4.0	103	11578	64.6	11.2	105
DIVORCED/SEPARATED/WIDOWED	28585	4489	14.7	15.7	86	1253	20.5	4.4	120	941	14.3	3.3	84	2295	12.8	8.0	75
PARENTS	59295	10880	35.6	18.3	101	1603	26.3	2.7	74	1950	29.7	3.3	84	7328	40.9	12.4	116
WHITE	146081	27451	89.7	18.8	103	5403	88.5	3.7	102	5784	88.1	4.0	101	16264	90.7	11.1	104
BLACK	17974	2496	8.2	13.9	76	588	9.6	3.3	90	680	10.4	3.8	97	1229	6.9	6.8	64
OTHER	3672	*654	2.1	17.8	98	**111	1.8	3.0	83	**101	1.5	2.8	70	**442	2.5	12.0	113
NORTHEAST-CENSUS	37005	4898	16.0	13.2	73	808	13.2	2.2	60	1057	16.1	2.9	73	3033	16.9	8.2	77
NORTH CENTRAL	42642	7579	24.8	17.8	97	1292	21.2	3.0	83	1466	22.3	3.4	88	4821	26.9	11.3	106
SOUTH	56777	11298	36.9	19.9	109	2792	45.8	4.9	135	2605	39.7	4.6	117	5901	32.9	10.4	97
WEST	31303	6826	22.3	21.8	120	1210	19.8	3.9	106	1435	21.9	4.6	117	4181	23.3	13.4	125
NORTHEAST-MKTG.	38125	4919	16.1	12.9	71	742	12.2	1.9	53	1121	17.1	2.9	75	3056	17.0	8.0	75
EAST CENTRAL	24794	4429	14.5	17.9	98	767	12.6	3.1	85	949	14.5	3.8	98	2714	15.1	10.9	102
WEST CENTRAL	28511	5394	17.6	18.9	104	1032	16.9	3.6	99	986	15.0	3.5	88	3376	18.8	11.8	111
SOUTH	48953	9968	32.6	20.4	112	2510	41.1	5.1	141	2272	34.6	4.6	119	5187	28.9	10.6	99
PACIFIC	27344	5891	19.3	21.5	118	1052	17.2	3.8	106	1237	18.8	4.5	116	3603	20.1	13.2	123
COUNTY SIZE A	69301	12504	40.9	18.0	99	2187	35.8	3.2	87	2842	43.3	4.1	105	7475	41.7	10.8	101
COUNTY SIZE B	50633	10203	33.3	20.2	110	2156	35.3	4.3	117	2176	33.2	4.3	110	5870	32.7	11.6	108
COUNTY SIZE C	26259	4669	15.3	17.8	97	1022	16.7	3.9	107	806	12.3	3.1	78	2841	15.8	10.8	101
COUNTY SIZE D	21534	3226	10.5	15.0	82	737	12.1	3.4	94	740	11.3	3.4	88	1749	9.8	8.1	76
METRO CENTRAL CITY	50014	9871	32.3	19.7	108	2326	38.1	4.7	128	1951	29.7	3.9	100	5595	31.2	11.2	105
METRO SUBURBAN	76832	13935	45.5	18.1	99	2223	36.4	2.9	80	3231	49.2	4.2	107	8482	47.3	11.0	103
NON METRO	40881	6794	22.2	16.6	91	1553	25.5	3.8	104	1382	21.1	3.4	86	3859	21.5	9.4	88
TOP 5 ADI'S	39550	6595	21.6	16.7	91	1127	18.5	2.8	78	1413	21.5	3.6	91	4054	22.6	10.3	96
TOP 10 ADI'S	54877	9164	29.9	16.7	92	1712	28.1	3.1	86	2083	31.7	3.8	97	5370	29.9	9.8	92
TOP 20 ADI'S	77516	13274	43.4	17.1	94	2570	42.1	3.3	91	2972	45.3	3.8	98	7732	43.1	10.0	93
HSGLD INC. \$50,000 OR MORE	17257	3649	11.9	21.1	116	581	9.5	3.4	93	885	13.5	5.1	131	2184	12.2	12.7	118
\$40,000 OR MORE	33235	6922	22.6	20.8	114	1186	19.4	3.6	98	1644	25.0	4.9	126	4092	22.8	12.3	115
\$30,000 OR MORE	59693	12875	42.1	21.6	118	1950	32.0	3.3	90	3019	46.0	5.1	129	7906	44.1	13.2	124
\$25,000 OR MORE	76275	16106	52.6	21.1	116	2524	41.4	3.3	91	3650	55.6	4.8	122	9932	55.4	13.0	122
\$20,000 - \$24,999	18607	3480	11.4	18.7	103	686	11.2	3.7	101	629	9.6	3.4	86	2165	12.1	11.6	109
\$15,000 - \$19,999	17175	3097	10.1	18.0	99	824	13.5	4.8	132	556	8.5	3.2	83	1717	9.6	10.0	93
\$10,000 - \$14,999	24569	4294	14.0	17.5	96	1126	18.5	4.6	126	923	14.1	3.8	96	2245	12.5	9.1	85
UNDER \$10,000	31101	3624	11.8	11.7	64	942	15.4	3.0	83	806	12.3	2.6	66	1877	10.5	6.0	56
HOUSEHOLD OF 1 PERSON	19441	3298	10.8	17.0	93	837	13.7	4.3	118	692	10.5	3.6	91	1768	9.9	9.1	85
2 PEOPLE																	

		U.S. ADULTS BY MEDIA TYPE AND REACH																	
		ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE					
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	
TOTAL ADULTS		167727	30601	100.0	18.2	100	6102	100.0	3.6	100	6564	100.0	3.9	100	17935	100.0	10.7	100	
MAGAZINES	QUINTILE 1	34022	7950	26.0	23.4	128	1371	22.5	4.0	111	1647	25.1	4.8	124	4933	27.5	14.5	136	
	QUINTILE 2	34800	6615	21.6	19.0	104	1084	17.8	3.1	86	1506	22.9	4.3	111	4025	22.4	11.6	108	
	QUINTILE 3	30514	5522	18.0	18.1	99	989	16.2	3.2	89	1186	18.1	3.9	99	3348	18.7	11.0	103	
	QUINTILE 4	33324	5841	19.1	17.5	96	1276	20.9	3.8	105	1221	18.6	3.7	94	3344	18.6	10.0	94	
	QUINTILE 5	35066	4673	15.3	13.3	73	1383	22.7	3.9	108	1004	15.3	2.9	73	2286	12.7	6.5	61	
NEWSPAPERS	QUINTILE 1	29107	5728	18.7	19.7	108	927	15.2	3.2	88	1326	20.2	4.6	116	3475	19.4	11.9	112	
	QUINTILE 2	49095	9065	29.6	18.5	101	1815	29.7	3.7	102	1977	30.1	4.0	103	5272	29.4	10.7	100	
	QUINTILE 3	23107	4567	14.9	19.8	108	934	15.3	4.0	111	857	13.1	3.7	95	2776	15.5	12.0	112	
	QUINTILE 4	33556	5491	17.9	16.4	90	988	16.2	2.9	81	1120	17.1	3.3	85	3383	18.9	10.1	94	
	QUINTILE 5	32863	5751	18.8	17.5	96	1438	23.6	4.4	120	1284	19.6	3.9	100	3030	16.9	9.2	86	
OUTDOOR	QUINTILE 1	33431	6355	20.8	19.0	104	1097	18.0	3.3	90	1182	18.0	3.5	90	4076	22.7	12.2	114	
	QUINTILE 2	33478	6999	22.9	20.9	115	1196	19.6	3.6	98	1451	22.1	4.3	111	4352	24.3	13.0	122	
	QUINTILE 3	33574	6425	21.0	19.1	105	1390	22.8	4.1	114	1290	19.7	3.8	98	3744	20.9	11.2	104	
	QUINTILE 4	33935	5598	18.3	16.5	90	1097	18.0	3.2	89	1212	18.5	3.6	91	3288	18.3	9.7	91	
	QUINTILE 5	33310	5226	17.1	15.7	86	1322	21.7	4.0	109	1428	21.8	4.3	110	2476	13.8	7.4	70	
RADIO-DRIVE TIME	QUINTILE 1	33136	6013	19.6	18.1	99	1007	16.5	3.0	84	1336	20.4	4.0	103	3670	20.5	11.1	104	
	QUINTILE 2	31658	6243	20.4	19.7	108	1130	18.5	3.6	98	1274	19.4	4.0	103	3839	21.4	12.1	113	
	QUINTILE 3	32541	5974	19.5	18.4	101	1224	20.1	3.8	103	1269	19.3	3.9	100	3481	19.4	10.7	100	
	QUINTILE 4	34247	6263	20.5	18.3	100	1335	21.9	3.9	107	1231	18.8	3.6	92	3698	20.6	10.8	101	
	QUINTILE 5	36144	6109	20.0	16.9	93	1407	23.1	3.9	107	1454	22.2	4.0	103	3248	18.1	9.0	84	
RADIO-MID- DAY	TERCILE 1	45037	8517	27.8	18.9	104	1626	26.6	3.6	99	1798	27.4	4.0	102	5094	28.4	11.3	106	
	TERCILE 2	44819	7868	25.7	17.6	96	1411	23.1	3.1	87	1889	28.8	4.2	108	4568	25.5	10.2	95	
	TERCILE 3	77872	14216	46.5	18.3	100	3065	50.2	3.9	108	2877	43.8	3.7	94	8274	46.1	10.6	99	
RADIO-TOTAL	QUINTILE 1	33763	6020	19.7	17.8	98	1075	17.6	3.2	88	1261	19.2	3.7	95	3684	20.5	10.9	102	
	QUINTILE 2	33240	6312	20.6	19.0	104	1350	22.1	4.1	112	1431	21.8	4.3	110	3532	19.7	10.6	99	
	QUINTILE 3	33408	6567	21.5	19.7	108	1030	16.9	3.1	85	1324	20.2	4.0	101	4213	23.5	12.6	118	
	QUINTILE 4	34792	6241	20.4	17.9	98	1448	23.7	4.2	114	1202	18.3	3.5	88	3592	20.0	10.3	97	
	QUINTILE 5	32524	5462	17.8	16.8	92	1200	19.7	3.7	101	1346	20.5	4.1	106	2916	16.3	9.0	84	
TV-PRIME TIME	QUINTILE 1	33090	5414	17.7	16.4	90	1149	18.8	3.5	95	1063	16.2	3.2	82	3202	17.9	9.7	90	
	QUINTILE 2	33357	6288	20.5	18.9	103	1169	19.2	3.5	96	1386	21.1	4.2	106	3733	20.8	11.2	105	
	QUINTILE 3	33980	6558	21.4	19.3	106	1267	20.8	3.7	102	1334	20.3	3.9	100	3957	22.1	11.6	109	
	QUINTILE 4	33854	6074	19.8	17.9	98	1202	19.7	3.6	98	1294	19.7	3.8	98	3579	20.0	10.6	99	
	QUINTILE 5	33444	6267	20.5	18.7	103	1315	21.6	3.9	108	1487	22.7	4.4	114	3466	19.3	10.4	97	
TV-DAYTIME	TERCILE 1	49121	7932	25.9	16.1	89	1777	29.1	3.6	99	1679	25.6	3.4	87	4476	25.0	9.1	85	
	TERCILE 2	48823	8664	28.3	17.7	97	1694	27.8	3.5	95	1992	30.3	4.1	104	4979	27.8	10.2	95	
	TERCILE 3	69782	14006	45.8	20.1	110	2631	43.1	3.8	104	2893	44.1	4.1	106	8481	47.3	12.2	114	
TV-TOTAL	QUINTILE 1	33584	5557	18.2	16.5	91	1179	19.3	3.5	96	1161	17.7	3.5	88	3216	17.9	9.6	90	
	QUINTILE 2	33441	5861	19.2	17.5	96	1315	21.6	3.9	108	1184	18.0	3.5	90	3361	18.7	10.1	94	
	QUINTILE 3	33505	6396	20.9	19.1	105	1229	20.1	3.7	101	1232	18.8	3.7	94	3936	21.9	11.7	110	
	QUINTILE 4	33466	6426	21.0	19.2	105	1220	20.0	3.6	100	1492	22.7	4.5	114	3714	20.7	11.1	104	
	QUINTILE 5	33731	6362	20.8	18.9	103	1159	19.0	3.4	94	1495	22.8	4.4	113	3708	20.7	11.0	103	
MAGAZINES-NEWSPAPERS: DUAL		44503	9483	31.0	21.3	117	1625	26.6	3.7	100	2155	32.8	4.8	124	5703	31.8	12.8	120	
	MAGAZINE IMPERATIVE	39363	7875	25.7	20.0	110	1355	22.2	3.4	95	1599	24.4	4.1	104	4921	27.4	12.5	117	
	NEWSPAPER IMPERATIVE	46441	7730	25.3	16.6	91	1691	27.7	3.6	100	1643	25.0	3.5	90	4396	24.5	9.5	89	
MAGAZINES-OUTDOOR: DUAL		33726	7339	24.0	21.8	119	1115	18.3	3.3	91	1372	20.9	4.1	104	4852	27.1	14.4	135	
	MAGAZINE IMPERATIVE	52846	10247	33.5	19.4	106	1965	32.2	3.7	102	2398	36.5	4.5	116	5885	32.8	11.1	104	
	OUTDOOR IMPERATIVE	52140	9117	29.8	17.5	96	1895	31.1	3.6	100	1908	29.1	3.7	94	5314	29.6	10.2	95	
MAGAZINES-RADIO: DUAL		37081	7616	24.9	20.5	113	1380	22.6	3.7	102	1657	25.2	4.5	114	4579	25.5	12.3	115	
	MAGAZINE IMPERATIVE	49747	10443	34.1	21.0	115	1664	27.3	3.3	92	2299	35.0	4.6	118	6480	36.1	13.0	122	
	RADIO IMPERATIVE	49208	8096	26.5	16.5	90	1739	28.5	3.5	97	1704	26.0	3.5	88	4654	25.9	9.5	88	
MAGAZINES-TELEVISION: DUAL		33103	6381	20.9	19.3	106	1106	18.1	3.3	92	1287	19.6	3.9	99	3988	22.2	12.0	113	
	MAGAZINE IMPERATIVE	54575	11692	38.2	21.4	117	1867	30.6	3.4	94	2554	38.9	4.7	120	7271	40.5	13.3	125	
	TELEVISION IMPERATIVE	53249	8386	27.4	15.7	86	2089	34.2	3.9	108	1673	25.5	3.1	80	4624	25.8	8.7	81	
NEWSPAPERS-OUTDOOR: DUAL		36255	7579	24.8	20.9	115	1257	20.6	3.5	95	1600	24.4	4.4	113	4722	26.3	13.0	122	
	NEWSPAPER IMPERATIVE	55591	9929	32.4	17.9	98	1980	32.4	3.6	98	2268	34.6	4.1	104	5681	31.7	10.2	96	
	OUTDOOR IMPERATIVE	48319	8882	29.0	18.4	101	1830	30.0	3.8	104	1628	24.8	3.4	86	5424	30.2	11.2	105	
NEWSPAPERS-RADIO: DUAL		37242	7236	23.6	19.4	106	1440	23.6	3.9	106	1665	25.4	4.5	114	4132	23.0	11.1	104	
	NEWSPAPER IMPERATIVE	54423	10321	33.7	19.0	104	1928	31.6	3.5	97	2185	33.3	4.0	103	6208	34.6	11.4	107	
	RADIO IMPERATIVE	46650	8374	27.4	18.0	98	1555	25.5	3.3	92	1700	25.9	3.6	93	5119	28.5	11.0	103	
NEWSPAPERS-TELEVISION: DUAL		35974	6530	21.3	18.2	99	1339	21.9	3.7	102	1316	20.0	3.7	93	3876	21.6	10.8	101	
	NEWSPAPER IMPERATIVE	56095	11145	36.4	19.9	109	1947	31.9	3.5	95	2482	37.8	4.4	113	6717	37.5	12.0	112	
	TELEVISION IMPERATIVE	47170	7975	26.1	16.9	93	1829	30.0	3.9	107	1526	23.2	3.2	83	4621	25.8	9.8	92	
OUTDOOR-RADIO: DUAL		33748	6762	22.1	20.0	110	984	16.1	2.9	80	1290	19.7	3.8	98	4488	25.0	13.3	124	
	OUTDOOR IMPERATIVE	52785	10319	33.7	19.5	107	2110	34											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	30601	100.0	18.2	100	6102	100.0	3.6	100	6564	100.0	3.9	100	17935	100.0	10.7	100
ATLANTIC MONTHLY	867	261	0.9	30.1	165	**8	0.1	0.9	25	**13	0.2	1.5	38	*241	1.3	27.8	260
BARRON'S	1580	621	2.0	39.3	215	**86	1.4	5.4	150	**136	2.1	8.6	220	*399	2.2	25.3	236
BETTER HOMES & GARDENS	22203	4134	13.5	18.6	102	693	11.4	3.1	86	803	12.2	3.6	92	2638	14.7	11.9	111
BON APPETIT	3810	788	2.6	20.7	113	*117	1.9	3.1	84	*154	2.3	4.0	103	517	2.9	13.6	127
BUSINESS WEEK	4663	1346	4.4	28.9	158	*246	4.0	5.3	145	*297	4.5	6.4	163	803	4.5	17.2	161
CAR AND DRIVER	3102	728	2.4	23.5	129	**106	1.7	3.4	94	*201	3.1	6.5	166	422	2.4	13.6	127
CBS MAGAZINE NETWORK (GROSS)	7311	2049	6.7	28.0	154	435	7.1	5.9	164	413	6.3	5.6	144	1201	6.7	16.4	154
CHANGING TIMES	3400	895	2.9	26.3	144	*193	3.2	5.7	156	*148	2.3	4.4	111	554	3.1	16.3	152
COLONIAL HOMES	1796	383	1.3	21.3	117	**63	1.0	3.5	96	**72	1.1	4.0	102	*248	1.4	13.8	129
CONDE NAST MAG. PKG. (GROSS)	19924	3551	11.6	17.8	98	489	8.0	2.5	67	692	10.5	3.5	89	2370	13.2	11.9	111
CONSUMERS DIGEST	3125	748	2.4	23.9	131	**107	1.8	3.4	94	*156	2.4	5.0	128	484	2.7	15.5	145
COSMOPOLITAN	10577	2019	6.6	19.1	105	277	4.5	2.6	72	355	5.4	3.4	86	1388	7.7	13.1	123
COUNTRY LIVING	3746	781	2.6	20.8	114	**130	2.1	3.5	95	**133	2.0	3.6	91	518	2.9	13.8	129
CUISINE	2214	510	1.7	23.0	126	**61	1.0	2.8	76	*121	1.8	5.5	140	328	1.8	14.8	139
CYCLE WORLD	2394	640	2.1	26.7	147	**176	2.9	7.4	202	**147	2.2	6.1	157	*317	1.8	13.2	124
DCI:CREATIVE IDEAS FOR LIV	3068	545	1.8	17.8	97	**161	2.6	5.2	144	**55	0.8	1.8	46	329	1.8	10.7	100
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2177	7.1	22.8	125	519	8.5	5.4	149	473	7.2	4.9	126	1185	6.6	12.4	116
DISCOVER	2277	548	1.8	24.1	132	**100	1.6	4.4	121	**106	1.6	4.7	119	343	1.9	15.1	141
EBONY	7187	1129	3.7	15.7	86	*274	4.5	3.8	105	303	4.6	4.2	108	552	3.1	7.7	72
ESQUIRE	2560	502	1.6	19.6	107	**127	2.1	5.0	136	*112	1.7	4.4	112	263	1.5	10.3	96
ESSENCE	3242	584	1.9	18.0	99	*150	2.5	4.6	127	*176	2.7	5.4	139	*257	1.4	7.9	74
FAMILY CIRCLE	19639	3008	9.8	15.3	84	449	7.4	2.3	63	449	6.8	2.3	58	2110	11.8	10.7	100
THE FAMILY HANDYMAN	3540	953	3.1	26.9	148	*203	3.3	5.7	158	*135	2.1	3.8	97	615	3.4	17.4	162
FAMILY WEEKLY	23924	4191	13.7	17.5	96	784	12.8	3.3	90	816	12.4	3.4	87	2591	14.4	10.8	101
FIELD & STREAM	9883	2413	7.9	24.4	134	648	10.6	6.6	180	490	7.5	5.0	127	1275	7.1	12.9	121
FOOD & WINE	1030	229	0.7	22.2	122	**37	0.6	3.6	99	**21	0.3	2.0	52	*171	1.0	16.6	155
FORBES	2679	904	3.0	33.7	185	*186	3.0	6.9	191	*197	3.0	7.4	188	521	2.9	19.4	182
FORTUNE	2931	831	2.7	28.4	155	**110	1.8	3.8	103	*124	1.9	4.2	108	597	3.3	20.4	190
GENTLEMEN'S QUARTERLY	3481	868	2.8	24.9	137	**159	2.6	4.6	126	*237	3.6	6.8	174	473	2.6	13.6	127
GLAMOUR	7163	1271	4.2	17.7	97	**128	2.1	1.8	49	*252	3.8	3.5	90	892	5.0	12.5	116
GOLF DIGEST	2355	770	2.5	32.7	179	*141	2.3	6.0	165	*182	2.8	7.7	197	447	2.5	19.0	178
GOLF DIGEST/TENNIS (GROSS)	3610	1073	3.5	29.7	163	*204	3.3	5.7	155	*199	3.0	5.5	141	670	3.7	18.6	174
GOLF MAGAZINE	2046	620	2.0	30.3	166	*111	1.8	5.4	149	*189	2.9	9.2	236	320	1.8	15.6	146
GOLF MAGAZINE/SKI (GROSS)	3547	976	3.2	27.5	151	*153	2.5	4.3	119	*239	3.6	6.7	172	584	3.3	16.5	154
GOOD HOUSEKEEPING	20353	3338	10.9	16.4	90	500	8.2	2.5	68	654	10.0	3.2	82	2184	12.2	10.7	100
HARPER'S BAZAAR	3362	519	1.7	15.4	85	**56	0.9	1.7	46	**102	1.6	3.0	78	361	2.0	10.7	100
HEALTH	2987	514	1.7	17.2	94	**64	1.0	2.1	59	**123	1.9	4.1	105	*327	1.8	10.9	102
HEARST MAG CORP. BUY (GROSS)	67928	13154	43.0	19.4	106	2267	37.2	3.3	92	2360	36.0	3.5	89	8527	47.5	12.6	117
HEARST MAN POWER (GROSS)	11282	2951	9.6	26.2	143	709	11.6	6.3	173	487	7.4	4.3	110	1755	9.8	15.6	145
HEARST WOMAN POWER (GROSS)	40514	6946	22.7	17.1	94	1056	17.3	2.6	72	1302	19.8	3.2	82	4588	25.6	11.3	106
HOUSE BEAUTIFUL	4885	987	3.2	20.2	111	*170	2.8	3.5	96	*149	2.3	3.1	78	668	3.7	13.7	128
INC.	1308	450	1.5	34.4	189	**87	1.4	6.7	183	**83	1.3	6.3	162	*280	1.6	21.4	200
JET	8498	1085	3.5	16.7	92	*242	4.0	3.7	102	314	4.8	4.8	123	529	2.9	8.1	76
LADIES' HOME JOURNAL	14797	2403	7.9	16.2	89	401	6.6	2.7	74	396	6.0	2.7	68	1607	9.0	10.9	102
LHJ FAMILY GRP COMBO(GROSS)	21743	3860	12.6	17.8	97	554	9.1	2.5	70	659	10.0	3.0	77	2646	14.8	12.2	114
LIFE	9881	2047	6.7	20.7	114	405	6.6	4.1	113	372	5.7	3.8	96	1270	7.1	12.9	120
L.A. TIMES HOME MAGAZINE	2775	691	2.3	24.9	136	*116	1.9	4.2	115	**111	1.7	4.0	102	464	2.6	16.7	156
MADEMOISELLE	4219	772	2.5	18.3	100	**128	2.1	3.0	83	**101	1.5	2.4	61	543	3.0	12.9	120
MC CALL'S	16422	2825	9.2	17.2	94	438	7.2	2.7	73	511	7.8	3.1	80	1876	10.5	11.4	107
MC CALL'S/WRK MOTHER (GROSS)	17919	3129	10.2	17.5	96	495	8.1	2.8	76	560	8.5	3.1	80	2074	11.6	11.6	108
MECHANIC ILLUSTRATED	4433	1063	3.5	24.0	131	*219	3.6	4.9	136	*251	3.8	5.7	145	594	3.3	13.4	125
METROPOLITAN HOME	1504	*222	0.7	14.8	81	**38	0.6	2.5	69	**60	0.9	4.0	102	**124	0.7	8.2	77
MONEY	4723	1216	4.0	25.7	141	*204	3.3	4.3	119	245	3.7	5.2	133	766	4.3	16.2	152
MOTHER EARTH NEWS	2325	639	2.1	27.5	151	**122	2.0	5.2	144	**137	2.1	5.9	151	380	2.1	16.3	153
MS.	1189	383	1.3	32.2	177	**104	1.7	8.7	240	**63	1.0	5.3	135	*216	1.2	18.2	170
NATIONAL ENQUIRER	18892	3221	10.5	17.0	93	681	11.2	3.6	99	710	10.8	3.8	96	1831	10.2	9.7	91
NATIONAL GEOGRAPHIC	22129	5352	17.5	24.2	133	998	16.4	4.5	124	1095	16.7	4.9	126	3260	18.2	14.7	138
NATIONAL SUNDAY MAGAZINE PKG	103750	19935	65.1	19.2	105	3786	62.0	3.6	100	4239	64.6	4.1	104	11910	66.4	11.5	107
NATURAL HISTORY	1379	429	1.4	31.1	171	**106	1.7	7.7	211	**90	1.4	6.5	167	*234	1.3	17.0	159
NEW WOMAN	2289	402	1.3	17.6	96	**64	1.0	2.8	77	**52	0.8	2.3	58	*285	1.6	12.5	116
NEW YORK INCLUDING CUE	1088	245	0.8	22.5	123	**18	0.3	1.7	45	**39	0.6	3.6	92	*188	1.0	17.3	162
THE NEW YORKER	2459	593	1.9	24.1	132	**88	1.4	3.6	98	*132	2.0	5.4	137	372	2.1	15.1	141
NEWSWEEK	16527	3799	12.4	23.0	126	596	9.8	3.6	99	913	13.9	5.5	141	2290	12.8	13.9	130
THE N.Y. TIMES DAILY EDITION	2739	539	1.8	19.7	108	*64	1.0	2.3	64	*146	2.2	5.3	136	329	1.8	12.0	112
THE N.Y. TIMES MAGAZINE	4443	719	2.3	16.2	89	*100	1.6	2.3	62	*176	2.7	4.0	101	443	2.5	10.0	93
OWMI	2799	835	2.7	29.8	164	*214	3.5	7.6	210	*178	2.7	6.4	162	443	2.5	15.8	148
ON CABLE	2209	664	2.2	30.1	165	**117	1.9	5.3	146	**63	1.0	2.9	73	484	2.7	21.9	205
1001 HOME IDEAS	3959	943	3.1	23.8	131	**90	1.5	2.3	62	**141	2.1	3.6	91	712	4.0	18.0	168
ORGANIC GARDENING	3111	697	2.3	22.4	123	**137	2.2	4.4	121	*91	1.4	2.9	75	470	2.6	15.1	141
OUTDOOR LIFE	5024	1280	4.2	25.5	140	384	6.3	7.6	210	*233	3.5	4.6	119	664	3.7	13.2	124
PARADE MAGAZINE	51292	10098	33.0	19.7	108	2048	33.6	4.0	110	2231	34.0	4.3	111	5820	32.5	11.3	106

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	30601	100.0	18.2	100	6102	100.0	3.6	100	6564	100.0	3.9	100	17935	100.0	10.7	100
PARENTS	5298	968	3.2	18.3	100	**178	2.9	3.4	92	*145	2.2	2.7	70	646	3.6	12.2	114
PENTHOUSE	5129	1628	5.3	31.7	174	337	5.5	6.6	181	327	5.0	6.4	163	964	5.4	18.8	176
PEOPLE	21070	4237	13.8	20.1	110	775	12.7	3.7	101	848	12.9	4.0	103	2614	14.6	12.4	116
PLAYBOY	10562	3023	9.9	28.6	157	578	9.5	5.5	150	583	8.9	5.5	141	1861	10.4	17.6	165
POPULAR HOT RODDING	2498	745	2.4	29.8	163	**109	1.8	4.4	120	**118	1.8	4.7	121	518	2.9	20.7	194
POPULAR MECHANICS	5887	1387	4.5	23.6	129	343	5.6	5.8	160	*207	3.2	3.5	90	836	4.7	14.2	133
POPULAR SCIENCE	4317	1243	4.1	28.8	158	*241	3.9	5.6	153	*192	2.9	4.4	114	809	4.5	18.7	175
PREVENTION	5792	1098	3.6	19.0	104	*200	3.3	3.5	95	*240	3.7	4.1	106	658	3.7	11.4	106
PSYCHOLOGY TODAY	3284	805	2.6	24.5	134	*165	2.7	5.0	138	**148	2.3	4.5	115	491	2.7	15.0	140
READER'S DIGEST	40046	7721	25.2	19.3	106	1526	25.0	3.8	105	1707	26.0	4.3	109	4488	25.0	11.2	105
REDBOOK	9584	1584	5.2	16.6	91	*279	4.6	2.9	80	294	4.5	3.1	78	1016	5.7	10.6	99
ROAD & TRACK	2590	772	2.5	29.8	163	*175	2.9	6.8	186	**184	2.8	7.1	182	413	2.3	15.9	149
ROLLING STONE	3302	886	2.9	26.8	147	*181	3.0	5.5	151	*222	3.4	6.7	172	483	2.7	14.6	137
RUNNER'S WORLD	1229	*215	0.7	17.5	96	**21	0.3	1.7	47	**18	0.3	1.5	37	**176	1.0	14.3	134
SATURDAY EVENING POST	2110	427	1.4	20.2	111	*128	2.1	6.1	167	*47	0.7	2.2	57	*252	1.4	11.9	112
SCIENCE 84	1543	347	1.1	22.5	123	**32	0.5	2.1	57	**40	0.6	2.6	66	*275	1.5	17.8	167
SCIENCE DIGEST	1747	510	1.7	29.2	160	**102	1.7	5.8	160	**85	1.3	4.9	124	323	1.8	18.5	173
SCIENTIFIC AMERICAN	1994	539	1.8	27.0	148	**88	1.4	4.4	121	*141	2.1	7.1	181	310	1.7	15.5	145
SELF	3119	675	2.2	21.6	119	**117	1.9	3.8	103	**118	1.8	3.8	97	440	2.5	14.1	132
SEVENTEEN	3923	716	2.3	18.3	100	**172	2.8	4.4	121	**130	2.0	3.3	85	414	2.3	10.6	99
SKI	1501	356	1.2	23.7	130	**42	0.7	2.8	77	**50	0.8	3.3	85	*265	1.5	17.7	165
SMITHSONIAN	5976	1534	5.0	25.7	141	271	4.4	4.5	125	324	4.9	5.4	139	939	5.2	15.7	147
SOAP OPERA DIGEST	4228	828	2.7	19.6	107	*175	2.9	4.1	114	*213	3.2	5.0	129	440	2.5	10.4	97
SOUTHERN LIVING	6488	1632	5.3	25.2	138	358	5.9	5.5	152	418	6.4	6.4	165	856	4.8	13.2	123
SPORT	3500	916	3.0	26.2	143	*278	4.6	7.9	218	*125	1.9	3.6	91	513	2.9	14.7	137
THE SPORTING NEWS	2456	613	2.0	25.0	137	**127	2.1	5.2	142	**112	1.7	4.6	117	374	2.1	15.2	142
SPORTS AFIELD	3648	1054	3.4	28.9	158	*264	4.3	7.2	199	*195	3.0	5.3	137	596	3.3	16.3	153
SPORTS ILLUSTRATED	14484	3426	11.2	23.7	130	644	10.6	4.4	122	654	10.0	4.5	115	2128	11.9	14.7	137
STAR	12661	2000	6.5	15.8	87	434	7.1	3.4	94	496	7.6	3.9	100	1071	6.0	8.5	79
SUNDAY	52799	10259	33.5	19.4	106	1865	30.6	3.5	97	2284	34.8	4.3	111	6110	34.1	11.6	108
SUNSET	3513	1051	3.4	29.9	164	*146	2.4	4.2	114	**193	2.9	5.5	140	712	4.0	20.3	190
TV GUIDE	42766	7554	24.7	17.7	97	1307	21.4	3.1	84	1473	22.4	3.4	88	4773	26.6	11.2	104
TENNIS	1254	303	1.0	24.2	132	**63	1.0	5.0	138	**17	0.3	1.4	35	*223	1.2	17.8	166
TIME	22054	4853	15.9	22.0	121	891	14.6	4.0	111	1033	15.7	4.7	120	2929	16.3	13.3	124
TOWN & COUNTRY	1555	338	1.1	21.7	119	**34	0.6	2.2	60	**84	1.3	5.4	138	*220	1.2	14.1	132
TRAVEL & LEISURE	2173	641	2.1	29.5	162	**135	2.2	6.2	171	*140	2.1	6.4	165	366	2.0	16.8	158
TRUE STORY	4636	725	2.4	15.6	86	*179	2.9	3.9	106	**165	2.5	3.6	91	381	2.1	8.2	77
U.S. NEWS & WORLD REPORT	10353	2379	7.8	23.0	126	461	7.6	4.5	122	662	10.1	6.4	163	1256	7.0	12.1	113
USA TODAY	4994	1090	3.6	21.8	120	*139	2.3	2.8	77	270	4.1	5.4	138	681	3.8	13.8	128
US	3528	758	2.5	21.5	118	**166	2.7	4.7	129	**82	1.2	2.3	59	510	2.8	14.5	135
VOGUE	5424	833	2.7	15.4	84	*117	1.9	2.2	59	*220	3.4	4.1	104	496	2.8	9.1	86
WALL STREET JOURNAL	6292	1779	5.8	28.3	155	250	4.1	4.0	109	564	8.6	9.0	229	966	5.4	15.4	144
WEIGHT WATCHERS	2762	438	1.4	15.9	87	**59	1.0	2.1	59	**77	1.2	2.8	71	302	1.7	10.9	102
WOMAN'S DAY	16320	2319	7.6	14.2	78	360	5.9	2.2	61	416	6.3	2.5	65	1543	8.6	9.5	88
WORKING MOTHER	1496	*303	1.0	20.3	111	**57	0.9	3.8	105	**49	0.7	3.3	84	*198	1.1	13.2	124
WORKING WOMAN	1851	405	1.3	21.9	120	**47	0.8	2.5	70	**52	0.8	2.8	72	*306	1.7	16.5	155
WORLD TENNIS	580	*206	0.7	35.5	195	*26	0.4	4.5	123	**31	0.5	5.3	137	**149	0.8	25.7	240
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3462	11.3	27.9	153	586	9.6	4.7	130	729	11.1	5.9	150	2147	12.0	17.3	162
BLAIR INSERTS	*91671	17734	58.0	19.3	106	3306	54.2	3.6	99	3836	58.4	4.2	107	10591	59.1	11.6	108
DAILY NEWSPAPERS																	
READ ANY	109190	20321	66.4	18.6	102	3805	62.4	3.5	96	4454	67.9	4.1	104	12061	67.2	11.0	103
READ ONE	89587	16530	54.0	18.5	101	3195	52.4	3.6	98	3520	53.6	3.9	100	9815	54.7	11.0	102
READ TWO OR MORE	19602	3791	12.4	19.3	106	610	10.0	3.1	86	935	14.2	4.8	122	2246	12.5	11.5	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	20897	68.3	19.1	104	4007	65.7	3.7	100	4396	67.0	4.0	102	12494	69.7	11.4	107
READ ONE	95074	17959	58.7	18.9	104	3591	58.8	3.8	104	3653	55.7	3.8	98	10715	59.7	11.3	105
READ TWO OR MORE	14588	2938	9.6	20.1	110	416	6.8	2.9	78	743	11.3	5.1	130	1779	9.9	12.2	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.78				26.46				29.21				31.05			
30 DAY REACH	149706	27631	90.3	18.5	101	5376	88.1	3.6	99	5707	86.9	3.8	97	16548	92.3	11.1	103
50 SHWG - 30 DAY AV FREQ	15.16	15.50				14.07				15.35				16.00			
30 DAY REACH	142406	26579	86.9	18.7	102	5070	83.1	3.6	98	5429	82.7	3.8	97	16080	89.7	11.3	106
25 SHWG - 30 DAY AV FREQ	8.23	8.38				7.66				8.47				8.58			
30 DAY REACH	131152	24577	80.3	18.7	103	4647	76.2	3.5	97	4930	75.1	3.8	96	15000	83.6	11.4	107
CABLE TV: HOME WIRED	66879	13786	45.1	20.6	113	2773	45.4	4.1	114	2799	42.6	4.2	107	8214	45.8	12.3	115
HOME NOT WIRED	100848	16815	54.9	16.7	91	3329	54.6	3.3	91	3765	57.4	3.7	95	9721	54.2	9.6	90
HAVE PAY CABLE	35024	7699	25.2	22.0	120	1470	24.1	4.2	115	1403	21.4	4.0	102	4827	26.9	13.8	129

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	18453	100.0	23.3	100	4013	100.0	5.1	100	4178	100.0	5.3	100	10261	100.0	12.9	100
HOUSEHOLD HEADS	66405	15840	85.8	23.9	102	3477	86.6	5.2	103	3624	86.7	5.5	104	8739	85.2	13.2	102
18 - 24	13945	3201	17.3	23.0	99	828	20.6	5.9	117	*609	14.6	4.4	83	1764	17.2	12.6	98
25 - 34	19334	4787	25.9	24.8	106	763	19.0	3.9	78	945	22.6	4.9	93	3079	30.0	15.9	123
35 - 44	14196	3648	19.8	25.7	110	734	18.3	5.2	102	689	16.5	4.9	92	2224	21.7	15.7	121
45 - 54	10896	2635	14.3	24.2	104	*458	11.4	4.2	83	715	17.1	6.6	124	1462	14.2	13.4	104
55 - 64	10378	2211	12.0	21.3	92	*466	11.6	4.5	89	705	16.9	6.8	129	1040	10.1	10.0	77
65 OR OLDER	10514	1971	10.7	18.7	81	764	19.0	7.3	144	515	12.3	4.9	93	691	6.7	6.6	51
18 - 34	32279	7988	43.3	24.0	103	1591	39.6	4.8	94	1554	37.2	4.7	89	4843	47.2	14.6	112
18 - 49	52904	13035	70.6	24.6	106	2583	64.4	4.9	96	2637	63.1	5.0	95	7815	76.2	14.8	114
25 - 54	44426	11070	60.0	24.9	107	1956	48.7	4.4	87	2349	56.2	5.3	100	6765	65.9	15.2	118
35 - 49	19625	5047	27.4	25.7	110	992	24.7	5.1	100	1083	25.9	5.5	105	2972	29.0	15.1	117
50 OR OLDER	26359	5418	29.4	20.6	88	1431	35.7	5.4	107	1541	36.9	5.8	111	2446	23.8	9.3	72
GRADUATED COLLEGE	15982	4527	24.5	28.3	122	858	21.4	5.4	106	1110	26.6	6.9	132	2560	24.9	16.0	124
ATTENDED COLLEGE	13629	3571	19.4	26.2	113	574	14.3	4.2	83	763	18.3	5.6	106	2234	21.8	16.4	127
GRADUATED HIGH SCHOOL	28591	7056	38.2	24.7	106	1631	40.6	5.7	113	1375	32.9	4.8	91	4050	39.5	14.2	109
DID NOT GRADUATE HIGH SCHOOL	21061	3300	17.9	15.7	67	951	23.7	4.5	89	931	22.3	4.4	84	1418	13.8	6.7	52
EMPLOYED FULL-TIME	52316	13149	71.3	25.1	108	2642	65.8	5.1	100	2705	64.7	5.2	98	7802	76.0	14.9	115
EMPLOYED PART-TIME	4113	915	5.0	22.2	96	**186	4.6	4.5	89	**195	4.7	4.7	90	*534	5.2	13.0	100
NOT EMPLOYED	22834	4389	23.8	19.2	83	1185	29.5	5.2	103	1279	30.6	5.6	106	1925	18.8	8.4	65
PROFESSIONAL/MANAGER	15034	4169	22.6	27.7	119	759	18.9	5.0	100	1051	25.2	7.0	133	2359	23.0	15.7	121
TECH/CLERICAL/SALES	11255	2872	15.6	25.5	110	*424	10.6	3.8	74	475	11.4	4.2	80	1973	19.2	17.5	135
PRECISION/CRAFT	11607	2882	15.6	24.8	107	680	16.9	5.9	116	508	12.2	4.4	83	1693	16.5	14.6	113
OTHER EMPLOYED	18534	4141	22.4	22.3	96	965	24.0	5.2	103	866	20.7	4.7	89	2311	22.5	12.5	96
SINGLE	19562	4295	23.3	22.0	94	942	23.5	4.8	95	925	22.1	4.7	90	2429	23.7	12.4	96
MARRIED	51896	12211	66.2	23.5	101	2449	61.0	4.7	93	2878	68.9	5.5	105	6855	67.1	13.3	102
DIVORCED/SEPARATED/WIDOWED	7804	1946	10.5	24.9	107	622	15.5	8.0	157	376	9.0	4.8	91	947	9.2	12.1	94
PARENTS	25372	5859	31.8	23.1	99	1056	26.3	4.2	82	1191	28.5	4.7	89	3612	35.2	14.2	110
WHITE	69658	16618	90.1	23.9	102	3607	89.9	5.2	102	3746	89.7	5.4	102	9265	90.3	13.3	103
BLACK	7909	1392	7.5	17.6	76	*306	7.6	3.9	76	*332	7.9	4.2	80	755	7.4	9.5	74
OTHER	1696	*443	2.4	26.1	112	**101	2.5	6.0	118	**101	2.4	6.0	113	**241	2.3	14.2	110
NORTHEAST-CENSUS	17202	2957	16.0	17.2	74	526	13.1	3.1	60	695	16.6	4.0	77	1735	16.9	10.1	78
NORTH CENTRAL	20461	4476	24.3	21.9	94	836	20.8	4.1	81	946	22.6	4.6	88	2695	26.3	13.2	102
SOUTH	26695	7146	38.7	26.8	115	1959	48.8	7.3	145	1653	39.6	6.2	117	3535	34.5	13.2	102
WEST	14906	3874	21.0	26.0	112	693	17.3	4.6	92	884	21.2	5.9	113	2297	22.4	15.4	119
NORTHEAST-MKTG.	17962	2937	15.9	16.4	70	509	12.7	2.8	56	701	16.8	3.9	74	1726	16.8	9.6	74
EAST CENTRAL	11741	2685	14.6	22.9	98	526	13.1	4.5	88	679	16.3	5.8	110	1480	14.4	12.6	97
SOUTH CENTRAL	13518	3115	16.9	23.0	99	658	16.4	4.9	96	612	14.6	4.5	86	1845	18.0	13.6	105
SOUTH	23168	6413	34.8	27.7	119	1738	43.3	7.5	148	1450	34.7	6.3	119	3226	31.4	13.9	108
PACIFIC	12874	3304	17.9	25.7	110	582	14.5	4.5	89	737	17.6	5.7	109	1984	19.3	15.4	119
COUNTY SIZE A	32596	7377	40.0	22.6	97	1276	31.8	3.9	77	1743	41.7	5.3	101	4357	42.5	13.4	103
COUNTY SIZE B	23814	6248	33.9	26.2	113	1393	34.7	5.8	116	1388	33.2	5.8	111	3467	33.8	14.6	112
COUNTY SIZE C	12663	2869	15.5	22.7	97	795	19.8	6.3	124	575	13.8	4.5	86	1500	14.6	11.8	92
COUNTY SIZE D	10190	1959	10.6	19.2	83	*549	13.7	5.4	106	*472	11.3	4.6	88	938	9.1	9.2	71
METRO CENTRAL CITY	23190	6009	32.6	25.9	111	1440	35.9	6.2	123	1331	31.9	5.7	109	3238	31.6	14.0	108
METRO SUBURBAN	36920	8307	45.0	22.5	97	1384	34.5	3.7	74	1920	46.0	5.2	99	5002	48.7	13.5	105
NON METRO	19152	4137	22.4	21.6	93	1189	29.6	6.2	123	928	22.2	4.8	92	2021	19.7	10.6	82
TOP 5 ADI'S	18703	3816	20.7	20.4	88	571	14.2	3.1	60	864	20.7	4.6	88	2381	23.2	12.7	98
TOP 10 ADI'S	26158	5580	30.2	21.3	92	980	24.4	3.7	74	1290	30.9	4.9	94	3310	32.3	12.7	98
TOP 20 ADI'S	36612	7898	42.8	21.6	93	1530	38.1	4.2	83	1811	43.3	4.9	94	4557	44.4	12.4	96
HSGLD INC. \$50,000 OR MORE	9326	2381	12.9	25.5	110	*540	13.5	5.8	114	538	12.9	5.8	109	1303	12.7	14.0	108
\$40,000 OR MORE	18002	4625	25.1	25.7	110	966	24.1	5.4	106	1177	28.2	6.5	124	2482	24.2	13.8	107
\$30,000 OR MORE	31361	8342	45.2	26.6	114	1541	38.4	4.9	97	2051	49.1	6.5	124	4749	46.3	15.1	117
\$25,000 OR MORE	39858	10453	56.6	26.2	113	1976	49.2	5.0	98	2528	60.5	6.3	120	5948	58.0	14.9	115
\$20,000 - \$24,999	8664	1980	10.7	22.9	98	*360	9.0	4.2	82	*396	9.5	4.6	87	1225	11.9	14.1	109
\$15,000 - \$19,999	7964	1783	9.7	22.4	96	445	11.1	5.6	110	*331	7.9	4.2	79	1008	9.8	12.7	98
\$10,000 - \$14,999	11093	2466	13.4	22.2	95	689	17.2	6.2	123	484	11.6	4.4	83	1292	12.6	11.6	90
UNDER \$10,000	11683	1771	9.6	15.2	65	544	13.6	4.7	92	*439	10.5	3.8	71	788	7.7	6.7	52
HOUSEHOLD OF 1 PERSON	7453	1824	9.9	24.5	105	512	12.8	6.9	136	431	10.3	5.8	110	851	8.6	11.8	91
2 PEOPLE	24757	5932	32.1	24.0	103	1522	37.9	6.1	121	1497	35.8	6.0	115	2913	28.4	11.8	91
3 OR 4 PEOPLE	32682	7716	41.8	23.6	101	1319	32.9	4.0	80	1647	39.4	5.0	96	4750	46.3	14.5	112
5 OR MORE PEOPLE	14370	2981	16.2	20.7	89	*660	16.4	4.6	91	*604	14.5	4.2	80	1717	16.7	11.9	92
NO CHILD IN HSHLD	46768	10948	59.3	23.4	101	2634	65.6	5.6	111	2639	63.2	5.6	107	5675	55.3	12.1	94
CHILD(REN) UNDER 2 YRS	4799	1139	6.2	23.7	102	**127	3.2	2.6	52	**294	7.0	6.1	116	717	7.0	14.9	115
2 - 5 YEARS	11125	2367	12.8	21.3	91	**293	7.3	2.6	52	*454	10.9	4.1	77	1619	15.8	14.6	112
6 - 11 YEARS	14193	3031	16.4	21.4	92	*604	15.1	4.3	84	524	12.5	3.7	70	1902	18.5	13.4	104
12 - 17 YEARS	17402	3921	21.2	22.5	97	830	20.7	4.8	94	899	21.5	5.2	98	2192	21.4	12.6	97
RESIDENCE OWNED	56398	13441	72.8	23.8	102	2820	70.3	5.0	99	3199	76.6	5.7	108	7422	72.3	13.2	102
VALUE: \$50,000 OR MORE	34811	8504	46.1	24.4	105	1639	40.8	4.7	93	2056	49.2	5.9	112	4810	46.9	13.8	107
VALUE: UNDER \$50,000	21587	4937	26.8	22.9	98	1181	29.4	5.5	108	1143	27.4	5.3	100	2612	25.5	12.1	93

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES		79263	18453	100.0	23.3	100.	4013	100.0	5.1	100	4178	100.0	5.3	100	10261	100.0	12.9	100
MAGAZINES	QUINTILE 1	16033	4679	25.4	29.2	125	905	22.6	5.6	111	964	23.1	6.0	114	2811	27.4	17.5	135
	QUINTILE 2	15354	3747	20.3	24.4	105	611	15.2	4.0	79	926	22.2	6.0	114	2209	21.5	14.4	111
	QUINTILE 3	15888	3455	18.7	21.7	93	743	18.5	4.7	92	859	20.6	5.4	103	1854	18.1	11.7	90
	QUINTILE 4	17310	3764	20.4	21.7	93	906	22.6	5.2	104	801	19.2	4.6	88	2055	20.0	11.9	92
	QUINTILE 5	14677	2809	15.2	19.1	82	847	21.1	5.8	114	629	15.1	4.3	81	1333	13.0	9.1	70
NEWSPAPERS	QUINTILE 1	15277	3606	19.5	23.6	101	602	15.0	3.9	78	801	19.2	5.2	99	2203	21.5	14.4	111
	QUINTILE 2	22745	5274	28.6	23.2	100	1109	27.6	4.9	96	1270	30.4	5.6	106	2895	28.2	12.7	98
	QUINTILE 3	10692	2750	14.9	25.7	110	625	15.6	5.8	115	*505	12.1	4.7	90	1620	15.8	15.2	117
	QUINTILE 4	11646	2620	14.2	22.5	97	609	15.2	5.2	103	615	14.7	5.3	100	1397	13.6	12.0	93
	QUINTILE 5	18903	4203	22.8	22.2	96	1068	26.6	5.6	112	988	23.6	5.2	99	2147	20.9	11.4	88
OUTDOOR	QUINTILE 1	16620	3860	20.9	23.2	100	754	18.8	4.5	90	742	17.8	4.5	85	2364	23.0	14.2	110
	QUINTILE 2	16377	4361	23.6	26.6	114	828	20.6	5.1	100	840	20.1	5.1	97	2694	26.3	16.4	127
	QUINTILE 3	15995	3743	20.3	23.4	101	802	20.0	5.0	99	829	19.8	5.2	98	2112	20.6	13.2	102
	QUINTILE 4	15592	3371	18.3	21.6	93	733	18.3	4.7	93	773	18.5	5.0	94	1865	18.2	12.0	92
	QUINTILE 5	14679	3119	16.9	21.2	91	897	22.4	6.1	121	994	23.8	6.8	128	1228	12.0	8.4	65
RADIO-DRIVE TIME	QUINTILE 1	15746	3655	19.8	23.2	100	603	15.0	3.8	76	786	18.8	5.0	95	2266	22.1	14.4	111
	QUINTILE 2	15067	3723	20.2	24.7	106	753	18.8	5.0	99	854	20.4	5.7	108	2117	20.6	14.1	109
	QUINTILE 3	15631	3469	18.8	22.2	95	747	18.6	4.8	94	853	20.4	5.5	104	1869	18.2	12.0	92
	QUINTILE 4	16245	3908	21.2	24.1	103	1015	25.3	6.2	123	677	16.2	4.2	79	2216	21.6	13.6	105
	QUINTILE 5	16573	3698	20.0	22.3	96	895	22.3	5.4	107	1009	24.2	6.1	116	1794	17.5	10.8	84
RADIO-MID- DAY	TERCILE 1	21788	5284	28.6	24.3	104	1049	26.1	4.8	95	1132	27.1	5.2	99	3103	30.2	14.2	110
	TERCILE 2	21151	4586	24.9	21.7	93	978	24.4	4.6	91	1171	28.0	5.5	105	2438	23.8	11.5	89
	TERCILE 3	36323	8583	46.5	23.6	101	1987	49.5	5.5	108	1876	44.9	5.2	98	4720	46.0	13.0	100
RADIO-TOTAL	QUINTILE 1	15977	3670	19.9	23.0	99	606	15.1	3.8	75	820	19.6	5.1	97	2245	21.9	14.1	109
	QUINTILE 2	15923	3917	21.2	24.6	106	991	24.7	6.2	123	841	20.1	5.3	100	2085	20.3	13.1	101
	QUINTILE 3	14980	3660	19.8	24.4	105	642	16.0	4.3	85	773	18.5	5.2	98	2245	21.9	15.0	116
	QUINTILE 4	17123	3741	20.3	21.8	94	963	24.0	5.6	111	785	18.8	4.6	87	1994	19.4	11.6	90
	QUINTILE 5	15260	3464	18.8	22.7	98	812	20.2	5.3	105	960	23.0	6.3	119	1693	16.5	11.1	86
TV-PRIME TIME	QUINTILE 1	15674	3246	17.6	20.7	89	532	20.7	5.3	105	613	14.7	3.9	74	1800	17.5	11.5	89
	QUINTILE 2	15944	3833	20.8	24.0	103	720	17.9	4.5	89	885	21.2	5.6	105	2229	21.7	14.0	108
	QUINTILE 3	16037	3868	21.0	24.1	104	765	19.1	4.8	94	773	18.5	4.8	91	2330	22.7	14.5	112
	QUINTILE 4	15412	3432	18.6	22.3	96	735	18.3	4.8	94	890	21.3	5.8	110	1807	17.6	11.7	91
	QUINTILE 5	16194	4074	22.1	25.2	108	961	23.9	5.9	117	1017	24.3	6.3	119	2095	20.4	12.9	100
TV-DAYTIME	TERCILE 1	19156	4013	21.7	20.9	90	1079	26.9	5.6	111	861	20.6	4.5	85	2074	20.2	10.8	84
	TERCILE 2	19343	4559	24.7	23.6	101	989	24.6	5.1	101	1001	24.0	5.2	98	2569	25.0	13.3	103
	TERCILE 3	40764	9880	53.5	24.2	104	1946	48.5	4.8	94	2316	55.4	5.7	108	5618	54.8	13.8	106
TV-TOTAL	QUINTILE 1	15844	3372	18.3	21.3	91	826	20.6	5.2	103	696	16.7	4.4	83	1851	18.0	11.7	90
	QUINTILE 2	15767	3569	19.3	22.6	97	859	21.4	5.4	108	768	18.4	4.9	92	1942	18.9	12.3	95
	QUINTILE 3	15775	3448	18.7	21.9	94	720	17.9	4.6	90	620	14.8	3.9	75	2108	20.5	13.4	103
	QUINTILE 4	15903	3949	21.4	24.8	107	723	18.0	4.5	90	1109	26.5	7.0	132	2117	20.6	13.3	103
	QUINTILE 5	15974	4114	22.3	25.8	111	886	22.1	5.5	110	986	23.6	6.2	117	2243	21.9	14.0	108
MAGAZINES-NEWSPAPERS: DUAL		21225	5783	31.3	27.2	117	1065	26.5	5.0	99	1318	31.5	6.2	118	3401	33.1	16.0	124
MAGAZINE IMPERATIVE		17728	4495	24.4	25.4	109	877	21.9	4.9	98	1043	25.0	5.9	112	2575	25.1	14.5	112
NEWSPAPER IMPERATIVE		22987	4681	25.4	20.4	87	1070	26.7	4.7	92	1046	25.0	4.6	86	2565	25.0	11.2	86
MAGAZINES-OUTDOOR: DUAL		16244	4340	23.5	26.7	115	728	18.1	4.5	89	714	17.1	4.4	83	2898	28.2	17.8	138
MAGAZINE IMPERATIVE		24016	5936	32.2	24.7	106	1242	30.9	5.2	102	1624	38.9	6.8	128	3070	29.9	12.8	99
OUTDOOR IMPERATIVE		26020	5764	31.2	22.2	95	1336	33.3	5.1	101	1255	30.0	4.8	92	3173	30.9	12.2	94
MAGAZINES-RADIO: DUAL		16918	4344	23.5	25.7	110	844	21.0	5.0	99	966	23.1	5.7	108	2533	24.7	15.0	116
MAGAZINE IMPERATIVE		23456	6172	33.4	26.3	113	1114	27.8	4.7	94	1492	35.7	6.4	121	3566	34.8	15.2	117
RADIO IMPERATIVE		23900	5177	28.1	21.7	93	1184	29.5	5.0	98	1073	25.7	4.5	85	2920	28.5	12.2	94
MAGAZINES-TELEVISION: DUAL		15791	3743	20.3	23.7	102	750	18.7	4.7	94	715	17.1	4.5	86	2278	22.2	14.4	111
MAGAZINE IMPERATIVE		25476	6869	37.2	27.0	116	1173	29.2	4.6	91	1671	40.0	6.6	124	4024	39.2	15.8	122
TELEVISION IMPERATIVE		25744	5208	28.2	20.2	87	1388	34.6	5.4	106	1091	26.1	4.2	80	2729	26.6	10.6	82
NEWSPAPERS-OUTDOOR: DUAL		17628	4418	23.9	25.1	108	837	20.9	4.7	94	895	21.4	5.1	96	2686	26.2	15.2	118
NEWSPAPER IMPERATIVE		26414	5998	32.5	22.7	98	1227	30.6	4.6	92	1531	36.6	5.8	110	3239	31.6	12.3	95
OUTDOOR IMPERATIVE		23059	5529	30.0	24.0	103	1205	30.0	5.2	103	1071	25.6	4.6	88	3254	31.7	14.1	109
NEWSPAPERS-RADIO: DUAL		17996	4322	23.4	24.0	103	831	20.7	4.6	91	1030	24.7	5.7	109	2461	24.0	13.7	106
NEWSPAPER IMPERATIVE		26269	6220	33.7	23.7	102	1285	32.0	4.9	97	1384	33.1	5.3	100	3552	34.6	13.5	104
RADIO IMPERATIVE		21342	5027	27.2	23.6	101	1101	27.4	5.2	102	984	23.6	4.6	87	2941	28.7	13.8	106
NEWSPAPERS-TELEVISION: DUAL		17359	3958	21.4	22.8	98	859	21.4	4.9	98	805	19.3	4.6	88	2294	22.4	13.2	102
NEWSPAPER IMPERATIVE		26889	6670	36.1	24.8	107	1226	30.6	4.6	90	1584	37.9	5.9	112	3860	37.6	14.4	111
TELEVISION IMPERATIVE		21698	4680	25.4	21.6	93	1252	31.2	5.8	114	933	22.3	4.3	82	2495	24.3	11.5	89
OUTDOOR-RADIO: DUAL		16456	3980	21.6	24.2	104	665	16.6	4.0	80	723	17.3	4.4	83	2591	25.3	15.7	122
OUTDOOR IMPERATIVE		25870	6345	34.4	24.5	105	1378	34.3	5.3	1								

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	18453	100.0	23.3	100	4013	100.0	5.1	100	4178	100.0	5.3	100	10261	100.0	12.9	100
ATLANTIC MONTHLY	452	*175	0.9	38.7	166	**1	0.0	0.2	4	**10	0.2	2.2	42	**164	1.6	36.3	280
BARRON'S	1058	451	2.4	42.6	183	**86	2.1	8.1	161	**91	2.2	8.6	163	**275	2.7	26.0	201
BETTER HOMES & GARDENS	4773	1324	7.2	27.7	119	*233	5.8	4.9	96	267	6.4	5.6	106	823	8.0	17.2	133
BON APPETIT	1037	282	1.5	27.2	117	**71	1.8	6.8	135	**29	0.7	2.8	53	*182	1.8	17.6	136
BUSINESS WEEK	3193	1085	5.9	34.0	146	*241	6.0	7.5	149	*241	5.8	7.5	143	604	5.9	18.9	146
CAR AND DRIVER	2705	641	3.5	23.7	102	**87	2.2	3.2	64	*193	4.6	7.1	135	361	3.5	13.3	103
CBS MAGAZINE NETWORK (GROSS)	5678	1760	9.5	31.0	133	382	9.5	6.7	133	365	8.7	6.4	122	1014	9.9	17.9	138
CHANGING TIMES	1847	676	3.7	36.6	157	**167	4.2	9.0	179	**101	2.4	5.5	104	409	4.0	22.1	171
COLONIAL HOMES	492	*153	0.8	31.1	134	**41	1.0	8.3	165	*114	0.3	2.8	54	**99	1.0	20.1	155
CONDE NAST MAG. PKG. (GROSS)	2066	693	3.8	33.5	144	*262	6.5	12.7	250	**66	1.6	3.2	61	*365	3.6	17.7	136
CONSUMERS DIGEST	1719	562	3.0	32.7	140	**93	2.3	5.4	107	**129	3.1	7.5	142	339	3.3	19.7	152
COSMOPOLITAN	1762	477	2.6	27.1	116	**100	2.5	5.7	112	**68	1.6	3.9	73	*308	3.0	17.5	135
COUNTRY LIVING	1110	279	1.5	25.1	108	**45	1.1	4.1	80	**54	1.3	4.9	92	*180	1.8	16.2	125
CUISINE	660	219	1.2	33.2	143	**48	1.2	7.3	144	**40	1.0	6.1	115	*131	1.3	19.8	153
CYCLE WORLD	1924	549	3.0	28.5	123	**143	3.6	7.4	147	**142	3.4	7.4	140	*264	2.6	13.7	106
DCI:CREATIVE IDEAS FOR LIV	437	*162	0.9	37.1	159	**48	1.2	11.0	217	**12	0.3	2.7	52	**102	1.0	23.3	180
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	901	4.9	36.2	155	*245	6.1	9.8	194	*112	2.7	4.5	85	544	5.3	21.8	169
DISCOVER	1279	404	2.2	31.6	136	**95	2.4	7.4	147	**85	2.0	6.6	126	*224	2.2	17.5	135
EBONY	2898	575	3.1	19.8	85	**143	3.6	4.9	97	*106	2.5	3.7	69	326	3.2	11.2	87
ESQUIRE	1384	358	1.9	25.9	111	**100	2.5	7.2	143	**87	2.1	6.3	119	*172	1.7	12.4	96
ESSENCE	850	*248	1.3	29.2	125	**103	2.6	12.1	239	**34	0.8	4.0	76	**111	1.1	13.1	101
FAMILY CIRCLE	2430	676	3.7	27.8	119	**164	4.1	6.7	133	**67	1.6	2.8	52	444	4.3	18.3	141
THE FAMILY HANDYMAN	2356	762	4.1	32.3	139	**166	4.1	7.0	139	**115	2.8	4.9	93	481	4.7	20.4	158
FAMILY WEEKLY	11533	2505	13.6	21.7	93	562	14.0	4.9	96	469	11.2	4.1	77	1474	14.4	12.8	99
FIELD & STREAM	7444	2050	11.1	27.5	118	596	14.9	8.0	158	387	9.3	5.2	99	1067	10.4	14.3	111
FOOD & WINE	416	*131	0.7	31.5	135	**23	0.6	5.5	109	**9	0.2	2.2	41	**98	1.0	23.6	182
FORBES	1865	724	3.9	38.8	167	*166	4.1	8.9	176	*168	4.0	9.0	171	390	3.8	20.9	162
FORTUNE	1849	589	3.2	31.9	137	**94	2.3	5.1	100	**97	2.3	5.2	100	399	3.9	21.6	167
GENTLEMEN'S QUARTERLY	2284	641	3.5	28.1	121	**149	3.7	6.5	129	*131	3.1	5.7	109	362	3.5	15.8	122
GLAMOUR	538	*187	1.0	34.8	149	**57	1.4	10.6	209	**6	0.1	1.1	21	*123	1.2	22.9	177
GOLF DIGEST	1649	578	3.1	35.1	151	**115	2.9	7.0	138	*135	3.2	8.2	155	328	3.2	19.9	154
GOLF DIGEST/TENNIS (GROSS)	2294	800	4.3	34.9	150	*152	3.8	6.6	131	*150	3.6	6.5	124	498	4.9	21.7	168
GOLF MAGAZINE	1577	505	2.7	32.0	138	**81	2.0	5.1	101	**167	4.0	10.6	201	*258	2.5	16.4	126
GOLF MAGAZINE/SKI (GROSS)	2487	778	4.2	31.3	134	*122	3.0	4.9	97	*217	5.2	8.7	166	440	4.3	17.7	137
GOOD HOUSEKEEPING	2569	719	3.9	28.0	120	**134	3.3	5.2	103	*111	2.7	4.3	82	473	4.6	18.4	142
HARPER'S BAZAAR	431	*132	0.7	30.6	132	**16	0.4	3.7	73	**4	0.1	0.9	18	**112	1.1	26.0	201
HEALTH	788	*197	1.1	25.0	107	**22	0.5	2.8	55	**21	0.5	2.7	51	**155	1.5	19.7	152
HEARST MAG CORP. BUY (GROSS)	18781	5312	28.8	28.3	121	1153	28.7	6.1	121	877	21.0	4.7	89	3281	32.0	17.5	135
HEARST MAN POWER (GROSS)	9169	2567	13.9	28.0	120	680	16.9	7.4	146	421	10.1	4.6	87	1466	14.3	16.0	124
HEARST WOMAN POWER (GROSS)	5452	1470	8.0	27.0	116	*275	6.9	5.0	100	266	6.4	4.9	93	929	9.1	17.0	132
HOUSE BEAUTIFUL	1020	314	1.7	30.8	132	*34	0.8	3.3	66	**49	1.2	4.8	91	*231	2.3	22.6	175
INC.	993	390	2.1	39.3	169	**83	2.1	8.4	165	**83	2.0	8.4	159	*223	2.2	22.5	173
JET	2808	567	3.1	20.2	87	*142	3.5	5.1	100	*115	2.8	4.1	78	310	3.0	11.0	85
LADIES' HOME JOURNAL	1868	379	2.1	20.3	87	**81	2.0	4.3	86	**82	2.0	4.4	83	*216	2.1	11.6	89
LHJ FAMILY GRP COMBO(GROSS)	3582	887	4.8	24.8	106	*140	3.5	3.9	77	*164	3.9	4.6	87	583	5.7	16.3	126
LIFE	4817	1269	6.9	26.3	113	*300	7.5	6.2	123	*254	6.1	5.3	100	714	7.0	14.8	114
L.A. TIMES HOME MAGAZINE	1465	402	2.2	27.4	118	**39	1.0	2.7	53	**97	2.3	6.6	126	265	2.6	18.1	140
MADEMOISELLE	460	**169	0.9	36.7	158	**71	1.8	15.4	305	**5	0.1	1.1	21	**93	0.9	20.2	156
MC CALL'S	1764	536	2.9	30.4	131	**64	1.6	3.6	72	**102	2.4	5.8	110	370	3.6	21.0	162
MC CALL'S/HRK MOTHER (GROSS)	2062	644	3.5	31.2	134	**111	2.8	5.4	106	**110	2.6	5.3	101	423	4.1	20.5	158
MECHANIX ILLUSTRATED	3625	878	4.8	24.2	104	**185	4.6	5.1	101	*217	5.2	6.0	114	475	4.6	13.1	101
METROPOLITAN HOME	495	**114	0.6	23.0	99	**12	0.3	2.4	48	**37	0.9	7.5	142	**66	0.6	13.3	103
MONEY	3017	924	5.0	30.6	132	*183	4.6	6.1	120	*182	4.4	6.0	114	559	5.4	18.5	143
MOTHER EARTH NEWS	1203	448	2.4	37.2	160	**91	2.3	7.6	149	**103	2.5	8.6	162	*254	2.5	21.1	163
MS.	*257	**152	0.8	59.1	254	**43	1.1	16.7	330	**5	0.1	1.9	37	**104	1.0	40.5	313
NATIONAL ENQUIRER	6921	1642	8.9	23.7	102	398	9.9	5.8	114	347	8.3	5.0	95	896	8.7	12.9	100
NATIONAL GEOGRAPHIC	11626	3314	18.0	28.5	122	752	18.7	6.5	128	724	17.3	6.2	118	1838	17.9	15.8	122
NATIONAL SUNDAY MAGAZINE PKG	49424	11911	64.5	24.1	104	2437	60.7	4.9	97	2634	63.0	5.3	101	6841	66.7	13.8	107
NATURAL HISTORY	753	*320	1.7	42.5	183	**106	2.6	14.1	278	**44	1.1	5.8	111	**170	1.7	22.6	174
NEW WOMAN	*296	**156	0.8	52.7	226	**50	1.2	16.9	334	**17	0.4	5.7	109	**89	0.9	30.1	232
NEW YORK INCLUDING CUE	541	*142	0.8	26.2	113	**13	0.3	2.4	47	**25	0.6	4.6	88	**105	1.0	19.4	150
THE NEW YORKER	1078	399	2.2	37.0	159	**70	1.7	6.5	128	**99	2.4	9.2	174	*230	2.2	21.3	165
NEWSWEEK	9602	2669	14.5	27.8	119	462	11.5	4.8	95	659	15.8	6.9	130	1547	15.1	16.1	124
THE N.Y. TIMES DAILY EDITION	1376	344	1.9	25.0	107	**54	1.3	3.9	78	**89	2.1	6.5	123	201	2.0	14.6	113
THE N.Y. TIMES MAGAZINE	2110	474	2.6	22.5	96	*76	1.9	3.6	71	*121	2.9	5.7	109	276	2.7	13.1	101
OMNI	1927	656	3.6	34.0	146	**171	4.3	8.9	175	**156	3.7	8.1	154	329	3.2	17.1	132
ON CABLE	911	311	1.7	34.1	147	**80	2.0	8.8	173	**11	0.3	1.2	23	*219	2.1	24.0	186
1001 HOME IDEAS	927	311	1.7	33.5	144	**38	0.9	4.1	81	**61	1.5	6.6	125	*212	2.1	22.9	177
ORGANIC GARDENING	1430	378	2.0	26.4	114	**63	1.6	4.4	87	**61	1.5	4.3	81	*254	2.5	17.8	137
OUTDOOR LIFE	4064	1126	6.1	27.7	119	*366	9.1	9.0	178	*177	4.2	4.4	83	583	5.7	14.3	111
PARADE MAGAZINE	24538	6196	33.6	25.3	108	1346	33.5	5.5	108	1457	34.9	5.9	113	3392	33.1	13.8	107

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	18453	100.0	23.3	100	4013	100.0	5.1	100	4178	100.0	5.3	100	10261	100.0	12.9	100
PARENTS	1126	*272	1.5	24.2	104	**72	1.8	6.4	126	**29	0.7	2.6	49	*171	1.7	15.2	117
PENTHOUSE	4157	1418	7.7	34.1	147	*304	7.6	7.3	144	236	5.6	5.7	108	877	8.5	21.1	163
PEOPLE	7591	2069	11.2	27.3	117	466	11.6	6.1	121	409	9.8	5.4	102	1193	11.6	15.7	121
PLAYBOY	8379	2680	14.5	32.0	137	541	13.5	6.5	128	486	11.6	5.8	110	1653	16.1	19.7	152
POPULAR HOT RODDING	2110	696	3.8	33.0	142	**102	2.5	4.8	95	**116	2.8	5.5	104	478	4.7	22.7	175
POPULAR MECHANICS	4850	1224	6.6	25.2	108	321	8.0	6.6	131	*195	4.7	4.0	76	708	6.9	14.6	113
POPULAR SCIENCE	3397	1020	5.5	30.0	129	*210	5.2	6.2	122	*147	3.5	4.3	82	663	6.5	19.5	151
PREVENTION	1720	413	2.2	24.0	103	**99	2.5	5.8	114	**65	1.6	3.8	72	*248	2.4	14.4	111
PSYCHOLOGY TODAY	1344	443	2.4	33.0	142	**116	2.9	8.6	170	*76	1.8	5.7	107	*252	2.5	18.8	145
READER'S DIGEST	16016	4011	21.7	25.0	108	881	22.0	5.5	109	881	21.1	5.5	104	2250	21.9	14.0	109
REDBOOK	1121	274	1.5	24.4	105	**40	1.0	3.6	70	**87	2.1	7.8	147	*147	1.4	13.1	101
ROAD & TRACK	2161	668	3.6	30.9	133	*156	3.9	7.2	143	**171	4.1	7.9	150	341	3.3	15.8	122
ROLLING STONE	1948	592	3.2	30.4	131	**131	3.3	6.7	133	**119	2.8	6.1	116	342	3.3	17.6	136
RUNNER'S WORLD	899	*188	1.0	20.9	90	**20	0.5	2.2	44	*18	0.4	2.0	38	**150	1.5	16.7	129
SATURDAY EVENING POST	841	*233	1.3	27.7	119	**80	2.0	9.5	188	*14	0.3	1.7	32	**140	1.4	16.6	129
SCIENCE 84	841	*261	1.4	31.0	133	**32	0.8	3.8	75	**31	0.7	3.7	70	*197	1.9	23.4	181
SCIENCE DIGEST	1194	408	2.2	34.2	147	**100	2.5	8.4	165	**65	1.6	5.4	103	*243	2.4	20.4	157
SCIENTIFIC AMERICAN	1379	431	2.3	31.3	134	**65	1.6	4.7	93	**124	3.0	9.0	171	*242	2.4	17.5	136
SELF	436	**173	0.9	39.7	170	**73	1.8	16.7	331	**10	0.2	2.3	44	**90	0.9	20.6	159
SEVENTEEN	614	**177	1.0	28.8	124	**49	1.2	8.0	158	**16	0.4	2.6	49	**112	1.1	18.2	141
SKI	910	273	1.5	30.0	129	**42	1.0	4.6	91	**50	1.2	5.5	104	*182	1.8	20.0	154
SMITHSONIAN	2937	995	5.4	33.9	146	*224	5.6	7.6	151	188	4.5	6.4	121	584	5.7	19.9	154
SOAP OPERA DIGEST	545	*191	1.0	35.0	151	**33	0.8	6.1	120	**22	0.5	4.0	77	**136	1.3	25.0	193
SOUTHERN LIVING	2054	739	4.0	36.0	155	*197	4.9	9.6	189	*99	2.4	4.8	91	442	4.3	21.5	166
SPORT	2799	784	4.2	28.0	120	*273	6.8	9.8	193	*114	2.7	4.1	77	397	3.9	14.2	110
THE SPORTING NEWS	1938	523	2.8	27.0	116	**127	3.2	6.6	129	**67	1.6	3.5	66	329	3.2	17.0	131
SPORTS AFIELD	3125	935	5.1	29.9	129	*260	6.5	8.3	164	*161	3.9	5.2	98	515	5.0	16.5	127
SPORTS ILLUSTRATED	11159	2808	15.2	25.2	108	571	14.2	5.1	101	515	12.3	4.6	88	1722	16.8	15.4	119
STAR	4095	915	5.0	22.3	96	*265	6.6	6.5	128	*229	5.5	5.6	106	421	4.1	10.3	79
SUNDAY	25169	5970	32.4	23.7	102	1133	28.2	4.5	89	1354	32.4	5.4	102	3484	34.0	13.8	107
SUNSET	1294	452	2.4	34.9	150	**69	1.7	5.3	105	**113	2.7	8.7	166	*271	2.6	20.9	162
TV GUIDE	18508	4064	22.0	22.0	94	781	19.5	4.2	83	835	20.0	4.5	86	2448	23.9	13.2	102
TENNIS	645	*222	1.2	34.4	148	**37	0.9	5.7	113	**15	0.4	2.3	44	*170	1.7	26.4	204
TIME	12124	3312	17.9	27.3	117	682	17.0	5.6	111	789	18.9	6.5	123	1841	17.9	15.2	117
TOWN & COUNTRY	493	*178	1.0	36.1	155	**16	0.4	3.2	64	**52	1.2	10.5	200	**110	1.1	22.3	172
TRAVEL & LEISURE	1122	385	2.1	34.3	147	**106	2.6	9.4	187	**80	1.9	7.1	135	*199	1.9	17.7	137
TRUE STORY	690	**204	1.1	29.6	127	**54	1.3	7.8	155	**18	0.4	2.6	49	**132	1.3	19.1	148
U.S. NEWS & WORLD REPORT	6571	1818	9.9	27.7	119	381	9.5	5.8	115	484	11.6	7.4	140	952	9.3	14.5	112
USA TODAY	3120	800	4.3	25.6	110	*115	2.9	3.7	73	*201	4.8	6.4	122	484	4.7	15.5	120
US	1315	*413	2.2	31.4	135	**108	2.7	8.2	162	**34	0.8	2.6	49	*270	2.6	20.5	159
VOGUE	632	*165	0.9	26.1	112	**61	1.5	9.7	191	**44	1.1	7.0	132	**59	0.6	9.3	72
WALL STREET JOURNAL	4247	1336	7.2	31.5	135	213	5.3	5.0	99	377	9.0	8.9	168	745	7.3	17.5	136
WEIGHT WATCHERS	398	**115	0.6	28.9	124	**26	0.6	6.5	129	**23	0.6	5.8	110	**66	0.6	16.6	128
WOMAN'S DAY	1139	*294	1.6	25.8	111	**7	0.2	0.6	12	**24	0.6	2.1	40	*262	2.6	23.0	178
WORKING MOTHER	*298	**108	0.6	36.2	156	**47	1.2	15.8	312	**8	0.2	2.7	51	**53	0.5	17.8	137
WORKING WOMAN	327	**129	0.7	39.4	169	**22	0.5	6.7	133	**16	0.4	4.9	93	**92	0.9	28.1	217
WORLD TENNIS	397	**176	1.0	44.3	190	**26	0.6	6.5	129	**21	0.5	5.3	100	**129	1.3	32.5	251
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2944	16.0	30.6	131	539	13.4	5.6	110	652	15.6	6.8	128	1754	17.1	18.2	141
BLAIR INSERTS	43762	10704	58.0	24.5	105	2125	53.0	4.9	96	2475	59.2	5.7	107	6105	59.5	14.0	108
DAILY NEWSPAPERS																	
READ ANY	52459	12178	66.0	23.2	100	2436	60.7	4.6	92	2773	66.4	5.3	100	6969	67.9	13.3	103
READ ONE	41891	9717	52.7	23.2	100	2028	50.5	4.8	96	2176	52.1	5.2	99	5514	53.7	13.2	102
READ TWO OR MORE	10568	2461	13.3	23.3	100	408	10.2	3.9	76	597	14.3	5.6	107	1455	14.2	13.8	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	12524	67.9	24.1	104	2613	65.1	5.0	99	2744	65.7	5.3	100	7167	69.8	13.8	107
READ ONE	44561	10719	58.1	24.1	103	2335	58.2	5.2	103	2276	54.5	5.1	97	6108	59.5	13.7	106
READ TWO OR MORE	7368	1805	9.8	24.5	105	277	6.9	3.8	74	468	11.2	6.4	121	1059	10.3	14.4	111
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	29.63	29.93				27.85				29.03				31.01			
30 DAY REACH	71522	16699	90.5	23.3	100	3498	87.2	4.9	97	3573	85.5	5.0	95	9629	93.8	13.5	104
50 SHMG - 30 DAY AV FREQ	15.55	15.61				14.84				15.37				15.96			
30 DAY REACH	68168	16021	86.8	23.5	101	3292	82.0	4.8	95	3365	80.5	4.9	94	9364	91.3	13.7	106
25 SHMG - 30 DAY AV FREQ	8.43	8.47				8.10				8.51				8.57			
30 DAY REACH	62898	14737	79.9	23.4	101	3009	75.0	4.8	94	3037	72.7	4.8	92	8691	84.7	13.8	107
CABLE TV: HOME WIRED	31664	8322	45.1	26.3	113	2011	50.1	6.4	125	1613	38.6	5.1	97	4699	45.8	14.8	115
HOME NOT WIRED	47599	10131	54.9	21.3	91	2003	49.9	4.2	83	2566	61.4	5.4	102	5563	54.2	11.7	90
HAVE PAY CABLE	17139	4745	25.7	27.7	119	1083	27.0	6.3	125	890	21.3	5.2	99	2772	27.0	16.2	125

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	12148	100.0	13.7	100	2089	100.0	2.4	100	2385	100.0	2.7	100	7674	100.0	8.7	100
FEMALE HOMEOWNERS	80986	11109	91.4	13.7	100	1920	91.9	2.4	100	2116	88.7	2.6	97	7074	92.2	8.7	101
EMPLOYED MOTHERS	18702	3093	25.5	16.5	120	*212	10.1	1.1	48	*445	18.7	2.4	88	2437	31.8	13.0	150
18 - 24	14726	2225	18.3	15.1	110	*400	19.1	2.7	115	*479	20.1	3.3	121	1346	17.5	9.1	105
25 - 34	20202	3093	25.5	15.3	111	*364	17.4	1.8	76	*467	19.6	2.3	86	2261	29.5	11.2	129
35 - 44	14781	2239	18.4	15.1	110	*324	15.5	2.2	93	*305	12.8	2.1	77	1610	21.0	10.9	126
45 - 54	11449	1536	12.6	13.4	98	*272	13.0	2.4	101	*404	16.9	3.5	131	860	11.2	7.5	87
55 - 64	11846	1688	13.9	14.2	104	*403	19.3	3.4	144	*301	12.6	2.5	94	985	12.8	8.3	96
65 OR OLDER	15459	1367	11.3	8.8	64	*326	15.6	2.1	89	*429	18.0	2.8	103	612	8.0	4.0	46
18 - 34	34928	5318	43.8	15.2	111	764	36.6	2.2	93	946	39.7	2.7	100	3608	47.0	10.3	119
18 - 49	55154	8321	68.5	15.1	110	1178	56.4	2.1	90	1409	59.1	2.6	95	5734	74.7	10.4	120
25 - 54	46433	6868	56.5	14.8	108	960	46.0	2.1	88	1177	49.4	2.5	94	4732	61.7	10.2	117
35 - 49	20226	3003	24.7	14.8	108	*413	19.8	2.0	86	*463	19.4	2.3	85	2127	27.7	10.5	121
50 OR OLDER	33310	3827	31.5	11.5	84	911	43.6	2.7	116	976	40.9	2.9	109	1940	25.3	5.8	67
GRADUATED COLLEGE	12110	2103	17.3	17.4	126	*235	11.2	1.9	82	*361	15.1	3.0	111	1507	19.6	12.4	143
ATTENDED COLLEGE	15309	2757	22.7	18.0	131	*334	16.0	2.2	92	*469	19.7	3.1	114	1955	25.5	12.8	147
GRADUATED HIGH SCHOOL	36912	5073	41.8	13.7	100	1075	51.5	2.9	123	997	41.8	2.7	100	3001	39.1	8.1	94
DID NOT GRADUATE HIGH SCHOOL	24134	2216	18.2	9.2	67	*445	21.3	1.8	78	*559	23.4	2.3	86	1212	15.8	5.0	58
EMPLOYED FULL-TIME	35457	5742	47.3	16.2	118	776	37.1	2.2	93	1130	47.4	3.2	118	3836	50.0	10.8	125
EMPLOYED PART-TIME	8514	1152	9.5	13.5	99	*779	3.8	0.9	39	*106	4.4	1.2	46	967	12.6	11.4	131
NOT EMPLOYED	44494	5254	43.2	11.8	86	1233	59.0	2.8	117	1149	48.2	2.6	96	2872	37.4	6.5	74
PROFESSIONAL/MANAGER	10811	1832	15.1	16.9	123	*148	7.1	1.4	58	*339	14.2	3.1	116	1345	17.5	12.4	143
TECH/CLERICAL/SALES	19640	3417	28.1	17.4	127	*364	17.4	1.9	78	*588	24.7	3.0	111	2465	32.1	12.6	145
PRECISION/CRAFT	1023	*199	1.6	19.5	142	*54	2.6	5.3	224	*829	1.2	2.8	105	*116	1.5	11.3	131
OTHER EMPLOYED	12496	1446	11.9	11.6	84	*290	13.9	2.3	98	*280	11.7	2.2	83	876	11.4	7.0	81
SINGLE	15995	2494	20.5	15.6	114	*355	17.0	2.2	94	*506	21.2	3.2	117	1634	21.3	10.2	118
MARRIED	51689	7111	58.5	13.8	100	1103	52.8	2.1	90	1315	55.1	2.5	94	4693	61.2	9.1	105
DIVORCED/SEPARATED/WIDOWED	20780	2543	20.9	12.2	89	631	30.2	3.0	129	565	23.7	2.7	101	1348	17.6	6.5	75
PARENTS	33922	5021	41.3	14.8	108	547	26.2	1.6	68	759	31.8	2.2	83	3716	48.4	11.0	126
WHITE	76422	10833	89.2	14.2	103	1797	86.0	2.4	100	2037	85.4	2.7	99	6999	91.2	9.2	106
BLACK	10066	1104	9.1	11.0	80	*282	13.5	2.8	119	*348	14.6	3.5	128	474	6.2	4.7	54
OTHER	1976	*211	1.7	10.7	78	*110	0.5	0.5	21	*0	0.0	0.0	0	*201	2.6	10.2	117
NORTHEAST-CENSUS	19803	1941	16.0	9.8	71	*281	13.5	1.4	60	*362	15.2	1.8	68	1298	16.9	6.6	76
NORTH CENTRAL	22181	3103	25.5	14.0	102	*457	21.9	2.1	87	520	21.8	2.3	87	2126	27.7	9.6	110
SOUTH	30082	4152	34.2	13.8	101	833	39.9	2.8	117	952	39.9	3.2	117	2367	30.8	7.9	91
WEST	16398	2952	24.3	18.0	131	*518	24.8	3.2	134	*551	23.1	3.4	125	1884	24.6	11.5	132
NORTHEAST-MKTG.	20163	1983	16.3	9.8	72	*232	11.1	1.2	49	*420	17.6	2.1	77	1330	17.3	6.6	76
EAST CENTRAL	13054	1744	14.4	13.4	97	*240	11.5	1.8	78	*270	11.3	2.1	77	1234	16.1	9.5	109
WEST CENTRAL	14993	2279	18.8	15.2	111	*375	18.0	2.5	106	*374	15.7	2.5	93	1531	20.0	10.2	118
SOUTH	25785	3555	29.3	13.8	100	772	37.0	3.0	127	822	34.5	3.2	118	1961	25.6	7.6	88
PACIFIC	14470	2587	21.3	17.9	130	*470	22.5	3.2	138	*499	20.9	3.4	128	1618	21.1	11.2	129
COUNTY SIZE A	36705	5127	42.2	14.0	102	911	43.6	2.5	105	1099	46.1	3.0	111	3118	40.6	8.5	98
COUNTY SIZE B	26819	3955	32.6	14.7	107	763	36.5	2.8	120	788	33.0	2.9	109	2403	31.3	9.0	103
COUNTY SIZE C	13597	1799	14.8	13.2	96	*227	10.9	1.7	71	*230	9.6	1.7	63	1342	17.5	9.9	114
COUNTY SIZE D	11344	1267	10.4	11.2	81	*188	9.0	1.7	70	*268	11.2	2.4	88	812	10.6	7.2	83
METRO CENTRAL CITY	28625	3862	31.8	14.4	105	885	42.4	3.3	140	620	26.0	2.3	86	2357	30.7	8.8	101
METRO SUBURBAN	39912	5629	46.3	14.1	103	839	40.2	2.1	89	1311	55.0	3.3	122	3479	45.3	8.7	100
NON METRO	21728	2657	21.9	12.2	89	*365	17.5	1.7	71	*455	19.1	2.1	78	1838	24.0	8.5	98
TOP 5 ADI'S	20847	2778	22.9	13.3	97	556	26.6	2.7	113	*549	23.0	2.6	98	1673	21.8	8.0	93
TOP 10 ADI'S	28719	3584	29.5	12.5	91	732	35.0	2.5	108	793	33.2	2.8	102	2059	26.8	7.2	83
TOP 20 ADI'S	40904	5376	44.3	13.1	96	1040	49.8	2.5	108	1162	48.7	2.8	105	3175	41.4	7.8	89
HSOLD INC. \$50,000 OR MORE	7931	1268	10.4	16.0	116	*441	2.0	0.5	22	*347	14.5	4.4	162	881	11.5	11.1	128
\$40,000 OR MORE	15233	2297	18.9	15.1	110	*219	10.5	1.4	61	*467	19.6	3.1	114	1611	21.0	10.6	122
\$30,000 OR MORE	28333	4533	37.3	16.0	117	*409	19.6	1.4	61	967	40.5	3.4	127	3157	41.1	11.1	128
\$25,000 OR MORE	36417	5653	46.5	15.5	113	548	26.2	1.5	64	1122	47.0	3.1	114	3983	51.9	10.9	126
\$20,000 - \$24,999	9943	1500	12.3	15.1	110	*327	15.7	3.3	139	*233	9.8	2.3	87	940	12.2	9.5	109
\$15,000 - \$19,999	9211	1314	10.8	14.3	104	*380	18.2	4.1	175	*225	9.4	2.4	91	709	9.2	7.7	89
\$10,000 - \$14,999	13477	1828	15.0	13.6	99	*436	20.9	3.2	137	*439	18.4	3.3	121	953	12.4	7.1	82
UNDER \$10,000	19418	1853	15.3	9.5	69	398	19.1	2.0	87	*366	15.3	1.9	70	1088	14.2	5.6	65
HOUSEHOLD OF 1 PERSON	11987	1473	12.1	12.3	89	325	15.6	2.7	115	261	10.9	2.2	81	887	11.6	7.4	85
2 PEOPLE	27046	3804	31.3	14.1	102	856	41.0	3.2	134	857	35.9	3.2	118	2091	27.2	7.7	89
3 OR 4 PEOPLE	34251	4886	40.2	14.3	104	668	32.0	2.0	83	861	36.1	2.5	93	3357	43.7	9.8	113
5 OR MORE PEOPLE	15180	1986	16.3	13.1	95	*241	11.5	1.6	67	*406	17.0	2.7	99	1339	17.4	8.8	102
NO CHILD IN HSHLD	49819	6458	53.2	13.0	94	1419	67.9	2.8	121	1428	59.9	2.9	106	3612	47.1	7.3	84
CHILD(REN) UNDER 2 YRS	6045	823	6.8	13.6	99	*90	4.3	1.5	63	*59	2.5	1.0	36	*674	8.8	11.1	129
2 - 5 YEARS	15233	2177	17.9	14.3	104	*255	12.2	1.7	71	*283	11.9	1.9	69	1640	21.4	10.8	124
6 - 11 YEARS	16260	2407	19.8	14.8	108	*278	13.3	1.7	72	*423	17.7	2.6	96	1706	22.2	10.5	121
12 - 17 YEARS	19173	2939	24.2	15.3	112	*308	14.7	1.6	68	*606	25.4	3.2	117	2025	26.4	10.6	122
RESIDENCE OWNED	61371	8239	67.8	13.4	98	1247	59.7	2.0	86	1702	71.4	2.8	103	5290	68.9	8.6	99
VALUE: \$50,000 OR MORE	35355	5360	44.1	15.2	110	765	36.6	2.2	92	1189	49.9	3.4	125	3406	44.4	9.6	111
VALUE: UNDER \$50,000	26016	2879	23.7	11.1	81	*482	23.1	1.9	78	*513	21.5	2.0	73	1884	24.6	7.2	83

BOURBON WHISKEY: USAGE IN LAST 7 DAYS
(FEMALES)

			ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE				
			TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALES			88464	12148	100.0	13.7	100	2089	100.0	2.4	100	2385	100.0	2.7	100	7674	100.0	8.7	100
MAGAZINES	QUINTILE 1	17988	3271	26.9	18.2	132	*466	22.3	2.6	110	683	28.6	3.8	141	2122	27.7	11.8	136	
	QUINTILE 2	19446	2868	23.6	14.7	107	*473	22.6	2.4	103	579	24.3	3.0	110	1816	23.7	9.3	108	
	QUINTILE 3	14626	2067	17.0	14.1	103	*246	11.8	1.7	71	*327	13.7	2.2	83	1494	19.5	10.2	118	
	QUINTILE 4	16014	2077	17.1	13.0	94	*368	17.6	2.3	97	*421	17.7	2.6	98	1289	16.8	8.0	93	
	QUINTILE 5	20389	1864	15.3	9.1	67	*536	25.7	2.6	111	*375	15.7	1.8	68	953	12.4	4.7	54	
NEWSPAPERS	QUINTILE 1	13830	2122	17.5	15.3	112	*325	15.6	2.3	100	*525	22.0	3.8	141	1272	16.6	9.2	106	
	QUINTILE 2	26350	3791	31.2	14.4	105	706	33.8	2.7	113	707	29.6	2.7	100	2377	31.0	9.0	104	
	QUINTILE 3	12415	1817	15.0	14.6	107	*309	14.8	2.5	105	*352	14.8	2.8	105	1156	15.1	9.3	107	
	QUINTILE 4	21911	2870	23.6	13.1	95	*379	18.1	1.7	73	*505	21.2	2.3	85	1986	25.9	9.1	104	
	QUINTILE 5	13960	1548	12.7	11.1	81	*369	17.7	2.6	112	*296	12.4	2.1	79	883	11.5	6.3	73	
OUTDOOR	QUINTILE 1	16810	2495	20.5	14.8	108	*343	16.4	2.0	86	*440	18.4	2.6	97	1712	22.3	10.2	117	
	QUINTILE 2	17101	2637	21.7	15.4	112	*368	17.6	2.2	91	611	25.6	3.6	133	1658	21.6	9.7	112	
	QUINTILE 3	17579	2682	22.1	15.3	111	*588	28.1	3.3	142	*461	19.3	2.6	97	1632	21.3	9.3	107	
	QUINTILE 4	18343	2227	18.3	12.1	88	*364	17.4	2.0	84	*440	18.4	2.4	89	1424	18.6	7.8	89	
	QUINTILE 5	18631	2107	17.3	11.3	82	*425	20.3	2.3	97	*434	18.2	2.3	86	1248	16.3	6.7	77	
RADIO-DRIVE TIME	QUINTILE 1	17390	2358	19.4	13.6	99	*403	19.3	2.3	98	*550	23.1	3.2	117	1404	18.3	8.1	93	
	QUINTILE 2	16591	2520	20.7	15.2	111	*377	18.0	2.3	96	*420	17.6	2.5	94	1722	22.4	10.4	120	
	QUINTILE 3	16910	2505	20.6	14.8	108	*477	22.8	2.8	119	*416	17.4	2.5	91	1612	21.0	9.5	110	
	QUINTILE 4	18002	2355	19.4	13.1	95	*320	15.3	1.8	75	*554	23.2	3.1	114	1481	19.3	8.2	95	
	QUINTILE 5	19572	2411	19.8	12.3	90	511	24.5	2.6	111	*445	18.7	2.3	84	1454	18.9	7.4	86	
RADIO-MID- DAY	TERCILE 1	23248	3233	26.6	13.9	101	*577	27.6	2.5	105	666	27.9	2.9	106	1991	25.9	8.6	99	
	TERCILE 2	23667	3282	27.0	13.9	101	434	20.8	1.8	78	719	30.1	3.0	113	2130	27.8	9.0	104	
	TERCILE 3	41549	5633	46.4	13.6	99	1078	51.6	2.6	110	1001	42.0	2.4	89	3554	46.3	8.6	99	
RADIO-TOTAL	QUINTILE 1	17786	2350	19.3	13.2	96	*469	22.5	2.6	112	*442	18.5	2.5	92	1439	18.8	8.1	93	
	QUINTILE 2	17316	2394	19.7	13.8	101	*358	17.1	2.1	88	*590	24.7	3.4	126	1447	18.9	8.4	96	
	QUINTILE 3	18428	2907	23.9	15.8	115	*388	18.6	2.1	89	*551	23.1	3.0	111	1968	25.6	10.7	123	
	QUINTILE 4	17669	2500	20.6	14.1	103	*485	23.2	2.7	116	*417	17.5	2.4	88	1598	20.8	9.0	104	
	QUINTILE 5	17265	1998	16.4	11.6	84	*389	18.6	2.3	95	*386	16.2	2.2	83	1223	15.9	7.1	82	
TV-PRIME TIME	QUINTILE 1	17416	2168	17.8	12.4	91	*317	15.2	1.8	77	*450	18.9	2.6	96	1401	18.3	8.0	93	
	QUINTILE 2	17413	2454	20.2	14.1	103	*449	21.5	2.6	109	*501	21.0	2.9	107	1504	19.6	8.6	100	
	QUINTILE 3	17943	2690	22.1	15.0	109	*502	24.0	2.8	118	561	23.5	3.1	116	1627	21.2	9.1	105	
	QUINTILE 4	18442	2643	21.8	14.3	104	*467	22.4	2.5	107	*404	16.9	2.2	81	1772	23.1	9.6	111	
	QUINTILE 5	17250	2193	18.1	12.7	93	*354	16.9	2.1	87	*470	19.7	2.7	101	1370	17.9	7.9	92	
TV-DAYTIME	TERCILE 1	29966	3918	32.3	13.1	95	699	33.5	2.3	99	817	34.3	2.7	101	2402	31.3	8.0	92	
	TERCILE 2	29480	4105	33.8	13.9	101	705	33.7	2.4	101	990	41.5	3.4	125	2409	31.4	8.2	94	
	TERCILE 3	29018	4125	34.0	14.2	104	685	32.8	2.4	100	578	24.2	2.0	74	2863	37.3	9.9	114	
TV-TOTAL	QUINTILE 1	17740	2184	18.0	12.3	90	*354	16.9	2.0	85	*466	19.5	2.6	97	1365	17.8	7.7	89	
	QUINTILE 2	17674	2292	18.9	13.0	94	456	21.8	2.6	109	*417	17.5	2.4	88	1420	18.5	8.0	93	
	QUINTILE 3	17730	2948	24.3	16.6	121	*509	24.4	2.9	122	611	25.6	3.4	128	1828	23.8	10.3	119	
	QUINTILE 4	17563	2477	20.4	14.1	103	*497	23.8	2.8	120	*382	16.0	2.2	81	1597	20.8	9.1	105	
	QUINTILE 5	17757	2247	18.5	12.7	92	*273	13.1	1.5	65	*510	21.4	2.9	107	1465	19.1	8.3	95	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	23278	3700	30.5	15.9	116	560	26.8	2.4	102	837	35.1	3.6	133	2302	30.0	9.9	114	
	MAGAZINE IMPERATIVE	21634	3380	27.8	15.6	114	*478	22.9	2.2	94	556	23.3	2.6	95	2346	30.6	10.8	125	
	NEWSPAPER IMPERATIVE	23455	3049	25.1	13.0	95	621	29.7	2.6	112	597	25.0	2.5	94	1831	23.9	7.8	90	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	17482	2999	24.7	17.2	125	*387	18.5	2.2	94	658	27.6	3.8	140	1954	25.5	11.2	129	
	MAGAZINE IMPERATIVE	28830	4311	35.5	15.0	109	722	34.6	2.5	106	774	32.5	2.7	100	2815	36.7	9.8	113	
	OUTDOOR IMPERATIVE	26119	3353	27.6	12.8	93	560	26.8	2.1	91	653	27.4	2.5	93	2141	27.9	8.2	94	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	20162	3272	26.9	16.2	118	*536	25.7	2.7	113	691	29.0	3.4	127	2046	26.7	10.1	117	
	MAGAZINE IMPERATIVE	26292	4271	35.2	16.2	118	550	26.3	2.1	89	807	33.8	3.1	114	2915	38.0	11.1	128	
	RADIO IMPERATIVE	25308	2920	24.0	11.5	84	555	26.6	2.2	93	631	26.5	2.5	92	1733	22.6	6.8	79	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17312	2638	21.7	15.2	111	*356	17.0	2.1	87	572	24.0	3.3	123	1710	22.3	9.9	114	
	MAGAZINE IMPERATIVE	29099	4823	39.7	16.6	121	694	33.2	2.4	101	882	37.0	3.0	112	3247	42.3	11.2	129	
	TELEVISION IMPERATIVE	27505	3179	26.2	11.6	84	701	33.6	2.5	108	583	24.4	2.1	79	1895	24.7	6.9	79	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	18628	3161	26.0	17.0	124	*419	20.1	2.2	95	706	29.6	3.8	141	2036	26.5	10.9	126	
	NEWSPAPER IMPERATIVE	29178	3931	32.4	13.5	98	752	36.0	2.6	109	737	30.9	2.5	94	2442	31.8	8.4	96	
	OUTDOOR IMPERATIVE	25260	3353	27.6	13.3	97	625	29.9	2.5	105	558	23.4	2.2	82	2171	28.3	8.6	99	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	19246	2915	24.0	15.1	110	609	29.2	3.2	134	635	26.6	3.3	122	1671	21.8	8.7	100	
	NEWSPAPER IMPERATIVE	28155	4101	33.8	14.6	106	643	30.8	2.3	97	802	33.6	2.8	106	2656	34.6	9.4	109	
	RADIO IMPERATIVE	25308	3347	27.6	13.2	96	*453	21.7	1.8	76	716	30.0	2.8	105	2178	28.4	8.6	99	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	18615	2572	21.2	13.8	101	479	22.9	2.6	109	511	21.4	2.7	102	1582	20.6	8.5	98	
	NEWSPAPER IMPERATIVE	29207	4476	36.8	15.3	112	721	34.5	2.5	105	898	37.7	3.1	114	2857	37.2	9.8	113	
	TELEVISION IMPERATIVE	25472	3296	27.1	12.9	94	577	27.6	2.3	96	593	24.9	2.3	86	2126	27.7	8.3	96	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	17292	2782	22.9	16.1	117	*319	15.3	1.8	78	567	23.8	3.3	122	1896	24.7	11.0	126	
	OUTDOOR IMPERATIVE	26915	3975	32.7	14.8	108	732	35.0	2.7	115	727	30.5	2.7	100	2516	32.8	9.3	108	
	RADIO IMPERATIVE	289																	

BOURBON WHISKEY: USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	12148	100.0	13.7	100	2089	100.0	2.4	100	2385	100.0	2.7	100	7674	100.0	8.7	100
ATLANTIC MONTHLY	415	**86	0.7	20.7	151	**7	0.3	1.7	71	**3	0.1	0.7	27	**77	1.0	18.6	214
BARRON'S	522	**170	1.4	32.6	237	**0	0.0	0.0	0	**45	1.9	8.6	320	**124	1.6	23.8	274
BETTER HOMES & GARDENS	17429	2810	23.1	16.1	117	460	22.0	2.6	112	536	22.5	3.1	114	1814	23.6	10.4	120
BON APPETIT	2772	506	4.2	18.3	133	**46	2.2	1.7	70	**125	5.2	4.5	167	335	4.4	12.1	139
BUSINESS WEEK	1469	*261	2.1	17.8	129	**5	0.2	0.3	14	**57	2.4	3.9	144	*199	2.6	13.5	156
CAR AND DRIVER	397	**87	0.7	21.9	160	**19	0.9	4.8	203	**8	0.3	2.0	75	**60	0.8	15.1	174
CBS MAGAZINE NETWORK (GROSS)	1633	289	2.4	17.7	129	**53	2.5	3.2	137	**48	2.0	2.9	109	*187	2.4	11.5	132
CHANGING TIMES	1554	218	1.8	14.0	102	**26	1.2	1.7	71	**47	2.0	3.0	112	*146	1.9	9.4	108
COLONIAL HOMES	1304	*230	1.9	17.6	128	**23	1.1	1.8	75	**59	2.5	4.5	168	*149	1.9	11.4	132
CONDE NAST MAG. PKG. (GROSS)	17858	2857	23.5	16.0	117	227	10.9	1.3	54	626	26.2	3.5	130	2004	26.1	11.2	129
CONSUMERS DIGEST	1406	*186	1.5	13.2	96	**14	0.7	1.0	42	**27	1.1	1.9	71	**145	1.9	10.3	119
COSMOPOLITAN	8815	1542	12.7	17.5	127	*177	8.5	2.0	85	*286	12.0	3.2	120	1080	14.1	12.3	141
COUNTRY LIVING	2636	502	4.1	19.0	139	**85	4.1	3.2	137	*79	3.3	3.0	111	338	4.4	12.8	148
CUISINE	1554	*291	2.4	18.7	136	**13	0.6	0.8	35	*81	3.4	5.2	193	*197	2.6	12.7	146
CYCLE WORLD	469	**91	0.7	19.4	141	**33	1.6	7.0	298	*5	0.2	1.1	40	**53	0.7	11.3	130
DCI:CREATIVE IDEAS FOR LIV	2631	383	3.2	14.6	106	**113	5.4	4.3	182	**43	1.8	1.6	61	*228	3.0	8.7	100
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	1277	10.5	18.1	132	*274	13.1	3.9	164	362	15.2	5.1	190	641	8.4	9.1	105
DISCOVER	998	*144	1.2	14.4	105	**4	0.2	0.4	17	**22	0.9	2.2	82	**118	1.5	11.8	136
EBONY	4289	554	4.6	12.9	94	*131	6.3	3.1	129	*197	8.3	4.6	170	226	2.9	5.3	61
ESQUIRE	1176	*144	1.2	12.2	89	**27	1.3	2.3	97	**26	1.1	2.2	82	*91	1.2	7.7	89
ESSENCE	2392	336	2.8	14.0	102	**48	2.3	2.0	85	*142	6.0	5.9	220	*146	1.9	6.1	70
FAMILY CIRCLE	17209	2333	19.2	13.6	99	285	13.6	1.7	70	382	16.0	2.2	82	1666	21.7	9.7	112
THE FAMILY HANDYMAN	1184	*192	1.6	16.2	118	**37	1.8	3.1	132	*20	0.8	1.7	63	*135	1.8	11.4	131
FAMILY WEEKLY	12391	1686	13.9	13.6	99	*222	10.6	1.8	76	347	14.5	2.8	104	1117	14.6	9.0	104
FIELD & STREAM	2438	363	3.0	14.9	108	**52	2.5	2.1	90	*103	4.3	4.2	157	*208	2.7	8.5	98
FOOD & WINE	614	**98	0.8	16.0	116	**14	0.7	2.3	97	*12	0.5	2.0	72	**73	1.0	11.9	137
FORBES	813	*180	1.5	22.1	161	**20	1.0	2.5	104	*29	1.2	3.6	132	*131	1.7	16.1	186
FORTUNE	1083	*242	2.0	22.3	163	**16	0.8	1.5	63	*27	1.1	2.5	92	*199	2.6	18.4	212
GENTLEMEN'S QUARTERLY	1197	*227	1.9	19.0	138	**10	0.5	0.8	35	*106	4.4	8.9	328	*111	1.4	9.3	107
GLAMOUR	6625	1085	8.9	16.4	119	*71	3.4	1.1	45	*246	10.3	3.7	138	768	10.0	11.6	134
GOLF DIGEST	707	*192	1.6	27.2	198	**26	1.2	3.7	156	*47	2.0	6.6	247	*119	1.6	16.8	194
GOLF DIGEST/TENNIS (GROSS)	1316	273	2.2	20.7	151	**52	2.5	4.0	167	*49	2.1	3.7	138	*172	2.2	13.1	151
GOLF MAGAZINE	469	**115	0.9	24.5	179	**30	1.4	6.4	271	*22	0.9	4.7	174	*62	0.8	13.2	152
GOLF MAGAZINE/SKI (GROSS)	1060	*198	1.6	18.7	136	**30	1.4	2.8	120	*22	0.9	2.1	77	*145	1.9	13.7	158
GOOD HOUSEKEEPING	17784	2620	21.6	14.7	107	366	17.5	2.1	87	543	22.8	3.1	113	1711	22.3	9.6	111
HARPER'S BAZAAR	2931	387	3.2	13.2	96	**39	1.9	1.3	56	*98	4.1	3.3	124	*249	3.2	8.5	98
HEALTH	2199	*317	2.6	14.4	105	**43	2.1	2.0	83	*102	4.3	4.6	172	*172	2.2	7.8	90
HEARST MAG CORP. BUY (GROSS)	49148	7843	64.6	16.0	116	1114	53.3	2.3	96	1483	62.2	3.0	112	5246	68.4	10.7	123
HEARST MAN POWER (GROSS)	2113	384	3.2	18.2	132	*29	1.4	1.4	58	*65	2.7	3.1	114	290	3.8	13.7	158
HEARST WOMAN POWER (GROSS)	35062	5477	45.1	15.6	114	781	37.4	2.2	94	1036	43.4	3.0	110	3659	47.7	10.4	120
HOUSE BEAUTIFUL	3865	673	5.5	17.4	127	*136	6.5	3.5	149	*100	4.2	2.6	96	437	5.7	11.3	130
INC.	315	**60	0.5	19.0	139	**4	0.2	1.3	54	*0	0.0	0.0	0	*57	0.7	18.1	209
JET	3690	518	4.3	14.0	102	*100	4.8	2.7	115	*198	8.3	5.4	199	*219	2.9	5.9	68
LADIES' HOME JOURNAL	12930	2024	16.7	15.7	114	320	15.3	2.5	105	314	13.2	2.4	90	1391	18.1	10.8	124
LHJ FAMILY GRP COMBO(GROSS)	18161	2973	24.5	16.4	119	414	19.8	2.3	97	495	20.8	2.7	101	2064	26.9	11.4	131
LIFE	5065	778	6.4	15.4	112	*105	5.0	2.1	88	*117	4.9	2.3	86	555	7.2	11.0	126
L.A. TIMES HOME MAGAZINE	1310	289	2.4	22.1	161	*76	3.6	5.8	246	*14	0.6	1.1	40	*199	2.6	15.2	175
MADMOISELLE	3759	603	5.0	16.0	117	*57	2.7	1.5	64	*97	4.1	2.6	96	449	5.9	11.9	138
MC CALL'S	14658	2289	18.8	15.6	114	374	17.9	2.6	108	409	17.1	2.8	103	1506	19.6	10.3	118
MC CALL'S/WRK MOTHER (GROSS)	15857	2484	20.4	15.7	114	383	18.3	2.4	102	449	18.8	2.8	105	1652	21.5	10.4	120
MECHANIX ILLUSTRATED	809	*185	1.5	22.9	167	**34	1.6	4.2	178	*34	1.4	4.2	156	*118	1.5	14.6	168
METROPOLITAN HOME	1009	*108	0.9	10.7	78	*26	1.2	2.6	109	*24	1.0	2.4	88	*58	0.8	5.7	66
MONEY	1707	292	2.4	17.1	125	*21	1.0	1.2	52	*63	2.6	3.7	137	*207	2.7	12.1	140
MOTHER EARTH NEWS	1123	*192	1.6	17.1	125	*31	1.5	2.8	117	*34	1.4	3.0	112	*126	1.6	11.2	129
MS.	932	*231	1.9	24.8	180	*60	2.9	6.4	273	*59	2.5	6.3	235	*112	1.5	12.0	139
NATIONAL ENQUIRER	11971	1579	13.0	13.2	96	282	13.5	2.4	100	363	15.2	3.0	112	934	12.2	7.8	90
NATIONAL GEOGRAPHIC	10503	2039	16.8	19.4	141	*246	11.8	2.3	99	371	15.6	3.5	131	1422	18.5	13.5	156
NATIONAL SUNDAY MAGAZINE PKG	54325	8023	66.0	14.8	108	1349	64.6	2.5	105	1606	67.3	3.0	110	5069	66.1	9.3	108
NATURAL HISTORY	626	*109	0.9	17.4	127	*0	0.0	0.0	0	*46	1.9	7.3	273	*64	0.8	10.2	118
NEW WOMAN	1992	*246	2.0	12.3	90	*15	0.7	0.8	32	*35	1.5	1.8	65	*197	2.6	9.9	114
NEW YORK INCLUDING CUE	547	**103	0.8	18.8	137	*5	0.2	0.9	39	*14	0.6	2.6	95	*84	1.1	15.4	177
THE NEW YORKER	1380	194	1.6	14.1	102	*19	0.9	1.4	58	*33	1.4	2.4	89	*142	1.9	10.3	119
NEWSWEEK	6925	1130	9.3	16.3	119	*134	6.4	1.9	82	*254	10.6	3.7	136	742	9.7	10.7	124
THE N.Y. TIMES DAILY EDITION	1363	*195	1.6	14.3	104	*11	0.5	0.8	34	*57	2.4	4.2	155	*127	1.7	9.3	107
THE N.Y. TIMES MAGAZINE	2333	*246	2.0	10.5	77	*24	1.1	1.0	44	*55	2.3	2.4	87	*167	2.2	7.2	83
OMNI	872	*179	1.5	20.5	149	*43	2.1	4.9	209	*22	0.9	2.5	94	*114	1.5	13.1	151
ON CABLE	1298	*353	2.9	27.2	198	*36	1.7	2.8	117	*52	2.2	4.0	149	*265	3.5	20.4	235
1001 HOME IDEAS	3032	632	5.2	20.8	152	*52	2.5	1.7	73	*79	3.3	2.6	97	501	6.5	16.5	190
ORGANIC GARDENING	1680	320	2.6	19.0	139	*74	3.5	4.4	187	*30	1.3	1.8	66	*216	2.8	12.9	148
OUTDOOR LIFE	960	*154	1.3	16.0	117	*18	0.9	1.9	79	*55	2.3	5.7	213	*81	1.1	8.4	97
PARADE MAGAZINE	26755	3902	32.1	14.6	106	701	33.6	2.6	111	774	32.5	2.9	107	2427	31.6	9.1	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALES	88464	12148	100.0	13.7	100	2089	100.0	2.4	100	2385	100.0	2.7	100	7674	100.0	8.7	100
PARENTS	4173	697	5.7	16.7	122	**106	5.1	2.5	108	**116	4.9	2.8	103	475	6.2	11.4	131
PENTHOUSE	973	*210	1.7	21.6	157	**32	1.5	3.3	139	**91	3.8	9.4	347	**87	1.1	8.9	103
PEOPLE	13479	2168	17.8	16.1	117	309	14.8	2.3	97	439	18.4	3.3	121	1420	18.5	10.5	121
PLAYBOY	2183	342	2.8	15.7	114	**37	1.8	1.7	72	**97	4.1	4.4	165	*208	2.7	9.5	110
POPULAR HOT RODDING	388	**49	0.4	12.6	92	**7	0.3	1.8	76	**3	0.1	0.8	29	**40	0.5	10.3	119
POPULAR MECHANICS	1037	*163	1.3	15.7	114	**22	1.1	2.1	90	**12	0.5	1.2	43	**128	1.7	12.3	142
POPULAR SCIENCE	920	*222	1.8	24.1	176	**32	1.5	3.5	147	**45	1.9	4.9	181	**146	1.9	15.9	183
PREVENTION	4071	686	5.6	16.9	123	**101	4.8	2.5	105	*174	7.3	4.3	159	410	5.3	10.1	116
PSYCHOLOGY TODAY	1940	362	3.0	18.7	136	**50	2.4	2.6	109	**73	3.1	3.8	140	*239	3.1	12.3	142
READER'S DIGEST	24031	3709	30.5	15.4	112	646	30.9	2.7	114	826	34.6	3.4	127	2238	29.2	9.3	107
REDBOOK	8464	1314	10.8	15.5	113	*239	11.4	2.8	120	*207	8.7	2.4	91	869	11.3	10.3	118
ROAD & TRACK	429	**104	0.9	24.2	177	**19	0.9	4.4	188	**13	0.5	3.0	112	**72	0.9	16.8	193
ROLLING STONE	1355	*294	2.4	21.7	158	**50	2.4	3.7	156	**104	4.4	7.7	285	*141	1.8	10.4	120
RUNNER'S WORLD	329	**27	0.2	8.2	60	**1	0.0	0.3	13	**0	0.0	0.0	0	**27	0.4	8.2	95
SATURDAY EVENING POST	1268	*193	1.6	15.2	111	**48	2.3	3.8	160	**33	1.4	2.6	97	**112	1.5	8.8	102
SCIENCE 84	702	**87	0.7	12.4	90	**0	0.0	0.0	0	**9	0.4	1.3	48	**78	1.0	11.1	128
SCIENCE DIGEST	553	**103	0.8	18.6	136	**3	0.1	0.5	23	**19	0.8	3.4	127	**81	1.1	14.6	169
SCIENTIFIC AMERICAN	615	**108	0.9	17.6	128	**23	1.1	3.7	158	**17	0.7	2.8	103	**68	0.9	11.1	127
SELF	2683	502	4.1	18.7	136	**44	2.1	1.6	69	**108	4.5	4.0	149	*350	4.6	13.0	150
SEVENTEEN	3309	540	4.4	16.3	119	**123	5.9	3.7	157	**114	4.8	3.4	128	*303	3.9	9.2	106
SKI	591	**83	0.7	14.0	102	**0	0.0	0.0	0	**0	0.0	0.0	0	**83	1.1	14.0	162
SMITHSONIAN	3039	539	4.4	17.7	129	**48	2.3	1.6	67	*136	5.7	4.5	166	355	4.6	11.7	135
SOAP OPERA DIGEST	3683	637	5.2	17.3	126	**143	6.8	3.9	164	*191	8.0	5.2	192	304	4.0	8.3	95
SOUTHERN LIVING	4434	893	7.4	20.1	147	**161	7.7	3.6	154	319	13.4	7.2	267	414	5.4	9.3	108
SPORT	701	**132	1.1	18.8	137	**5	0.2	0.7	30	**11	0.5	1.6	58	**116	1.5	16.5	191
THE SPORTING NEWS	518	**90	0.7	17.4	127	**0	0.0	0.0	0	**45	1.9	8.7	322	**46	0.6	8.9	102
SPORTS AFIELD	523	**118	1.0	22.6	164	**4	0.2	0.8	32	**34	1.4	6.5	241	**81	1.1	15.5	179
SPORTS ILLUSTRATED	3325	619	5.1	18.6	136	**73	3.5	2.2	93	**139	5.8	4.2	155	406	5.3	12.2	141
STAR	8567	1085	8.9	12.7	92	*169	8.1	2.0	84	*267	11.2	3.1	116	650	8.5	7.6	87
SUNDAY	27630	4289	35.3	15.5	113	732	35.0	2.6	112	930	39.0	3.4	125	2627	34.2	9.5	110
SUNSET	2219	598	4.9	26.9	196	**77	3.7	3.5	147	**80	3.4	3.6	134	441	5.7	19.9	229
TV GUIDE	24258	3490	28.7	14.4	105	526	25.2	2.2	92	638	26.8	2.6	98	2325	30.3	9.6	110
TENNIS	609	**81	0.7	13.3	97	**26	1.2	4.3	181	**2	0.1	0.3	12	**53	0.7	8.7	100
TIME	9929	1541	12.7	15.5	113	209	10.0	2.1	89	244	10.2	2.5	91	1088	14.2	11.0	126
TOWN & COUNTRY	1062	*160	1.3	15.1	110	**18	0.9	1.7	72	**32	1.3	3.0	112	**110	1.4	10.4	119
TRAVEL & LEISURE	1051	*256	2.1	24.4	177	**29	1.4	2.8	117	**60	2.5	5.7	212	*167	2.2	15.9	183
TRUE STORY	3946	521	4.3	13.2	96	**125	6.0	3.2	134	**147	6.2	3.7	138	*248	3.2	6.3	72
U.S. NEWS & WORLD REPORT	3782	562	4.6	14.9	108	**80	3.8	2.1	90	*178	7.5	4.7	175	304	4.0	8.0	93
USA TODAY	1874	290	2.4	15.5	113	**24	1.1	1.3	54	**69	2.9	3.7	137	*197	2.6	10.5	121
US	2213	345	2.8	15.6	114	**58	2.8	2.6	111	**48	2.0	2.2	80	239	3.1	10.8	124
VOGUE	4792	668	5.5	13.9	102	**56	2.7	1.2	49	*176	7.4	3.7	136	437	5.7	9.1	105
WALL STREET JOURNAL	2045	444	3.7	21.7	158	**37	1.8	1.8	77	**187	7.8	9.1	339	*220	2.9	10.8	124
WEIGHT WATCHERS	2364	323	2.7	13.7	99	**33	1.6	1.4	59	**54	2.3	2.3	85	*236	3.1	10.0	115
WOMAN'S DAY	15182	2025	16.7	13.3	97	353	16.9	2.3	98	392	16.4	2.6	96	1281	16.7	8.4	97
WORKING MOTHER	1198	*196	1.6	16.4	119	**10	0.5	0.8	35	**40	1.7	3.3	124	*145	1.9	12.1	140
WORKING WOMAN	1523	*276	2.3	18.1	132	**25	1.2	1.6	70	**36	1.5	2.4	88	*215	2.8	14.1	163
WORLD TENNIS	*183	**30	0.2	16.4	119	**0	0.0	0.0	0	*110	0.4	5.5	203	*20	0.3	10.9	126
ZIFF-DAVIS MAG NETWK (GROSS)	2776	518	4.3	18.7	136	**47	2.2	1.7	72	**78	3.3	2.8	104	393	5.1	14.2	163
BLAIR INSERTS	47909	7030	57.9	14.7	107	1181	56.5	2.5	104	1362	57.1	2.8	105	4487	58.5	9.4	108
DAILY NEWSPAPERS																	
READ ANY	56731	8142	67.0	14.4	105	1369	65.5	2.4	102	1681	70.5	3.0	110	5092	66.4	9.0	103
READ ONE	47696	6813	56.1	14.3	104	1167	55.9	2.4	104	1344	56.4	2.8	105	4302	56.1	9.0	104
READ TWO OR MORE	9034	1330	10.9	14.7	107	*201	9.6	2.2	94	337	14.1	3.7	138	791	10.3	8.8	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	8373	68.9	14.5	106	1394	66.7	2.4	102	1652	69.3	2.9	106	5327	69.4	9.2	106
READ ONE	50513	7240	59.6	14.3	104	1255	60.1	2.5	105	1378	57.8	2.7	101	4607	60.0	9.1	105
READ TWO OR MORE	7219	1133	9.3	15.7	114	**139	6.7	1.9	82	*275	11.5	3.8	141	720	9.4	10.0	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.55				23.86				29.51				31.11			
30 DAY REACH	78184	10932	90.0	14.0	102	1879	89.9	2.4	102	2134	89.5	2.7	101	6920	90.2	8.9	102
50 SHWG - 30 DAY AV FREQ	14.80	15.34				12.63				15.33				16.07			
30 DAY REACH	74239	10558	86.9	14.2	104	1778	85.1	2.4	101	2064	86.5	2.8	103	6716	87.5	9.0	104
25 SHWG - 30 DAY AV FREQ	8.05	8.25				6.84				8.39				8.58			
30 DAY REACH	68254	9840	81.0	14.4	105	1637	78.4	2.4	102	1893	79.4	2.8	103	6309	82.2	9.2	107
CABLE TV: HOME WIRED	35215	5464	45.0	15.5	113	762	36.5	2.2	92	1186	49.7	3.4	125	3516	45.8	10.0	115
HOME NOT WIRED	53250	6685	55.0	12.6	91	1327	63.5	2.5	106	1199	50.3	2.3	84	4159	54.2	7.8	90
HAVE PAY CABLE	17885	2954	24.3	16.5	120	*386	18.5	2.2	91	*513	21.5	2.9	106	2055	26.8	11.5	132

	TOTAL U.S. '000	JACK DANIEL'S				JIM BEAM				OLD GRAND-DAD				WILD TURKEY			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	15197	100.0	9.1	100	10322	100.0	6.5	100	3826	100.0	2.3	100	5748	100.0	3.4	100
MALES	79263	9345	61.5	11.8	130	6786	62.1	8.6	131	2471	64.6	3.1	137	3894	67.7	4.9	143
FEMALES	88464	5852	38.5	6.6	73	4136	37.9	4.7	72	1355	35.4	1.5	67	1854	32.3	2.1	61
18 - 24	28671	3547	23.3	12.4	137	2430	22.2	8.5	130	885	23.1	3.1	135	1421	24.7	5.0	145
25 - 34	39536	4660	30.7	11.8	130	2780	25.5	7.0	108	847	22.1	2.1	94	1753	30.5	4.4	129
35 - 44	28978	2856	18.8	9.9	109	2020	18.5	7.0	107	*567	14.8	2.0	86	1132	19.7	3.9	114
45 - 54	22345	1774	11.7	7.9	88	1485	13.6	6.6	102	622	16.3	2.8	122	653	11.4	2.9	85
55 - 64	22224	1354	8.9	6.1	67	1331	12.2	6.0	92	*515	13.5	2.3	102	*534	9.3	2.4	70
65 OR OLDER	25973	1007	6.6	3.9	43	876	8.0	3.4	52	391	10.2	1.5	66	*255	4.4	1.0	29
18 - 34	68207	8207	54.0	12.0	133	5211	47.7	7.6	117	1732	45.3	2.5	111	3174	55.2	4.7	136
18 - 49	108058	11938	78.6	11.0	122	8007	73.3	7.4	114	2647	69.2	2.4	107	4716	82.0	4.4	127
25 - 54	90859	9290	61.1	10.2	113	6285	57.5	6.9	106	2036	53.2	2.2	98	3538	61.6	3.9	114
35 - 49	39851	3731	24.6	9.4	103	2797	25.6	7.0	108	915	23.9	2.3	101	1542	26.8	3.9	113
50 OR OLDER	59669	3259	21.4	5.5	60	2935	26.7	4.9	75	1179	30.8	2.0	87	1033	18.0	1.7	51
GRADUATED COLLEGE	28091	3425	22.5	12.2	135	2458	22.5	8.8	134	824	21.5	2.9	129	1056	18.4	3.8	110
ATTENDED COLLEGE	28938	2720	21.5	11.3	125	2433	22.3	8.4	129	897	23.4	3.1	136	1435	25.0	5.0	145
GRADUATED HIGH SCHOOL	65503	5991	39.4	9.1	101	4105	37.6	6.3	96	1466	38.3	2.2	98	2437	42.4	3.7	109
DID NOT GRADUATE HIGH SCHOOL	45195	2511	16.5	5.6	61	1925	17.6	4.3	65	638	16.7	1.4	62	821	14.3	1.8	53
EMPLOYED MALES	56429	7479	49.2	13.3	146	5748	48.0	9.3	143	1717	44.9	3.0	133	3199	55.7	5.7	165
EMPLOYED FEMALES	43971	3507	23.1	8.0	88	2477	22.7	5.6	87	653	17.1	1.5	65	1084	18.9	2.5	72
EMPLOYED FULL-TIME	87773	9743	64.1	11.1	123	6910	63.3	7.9	121	2026	53.0	2.3	101	3908	58.0	4.5	130
EMPLOYED PART-TIME	12627	1243	8.2	9.8	109	515	7.5	6.5	99	*344	9.0	2.7	119	*376	6.5	3.0	87
NOT EMPLOYED	67327	4211	27.7	6.3	69	3197	29.3	4.7	73	1456	38.1	2.2	95	1465	25.5	2.2	63
PROFESSIONAL/MANAGER	25845	3153	20.7	12.2	135	2209	20.2	8.5	131	713	18.6	2.8	121	1153	20.1	4.5	130
TECH/CLERICAL/SALES	30895	3238	21.3	10.5	116	2331	21.3	7.5	116	567	14.8	1.8	80	1135	19.7	3.7	107
PRECISION/CRAFT	12629	1609	10.6	12.7	141	1184	10.8	9.4	144	*506	13.2	4.0	176	701	12.2	5.6	162
OTHER EMPLOYED	31031	2986	19.6	9.6	106	2001	18.3	6.4	99	583	15.2	1.9	82	1294	22.5	4.2	122
SINGLE	35557	3825	25.2	10.8	119	2745	25.1	7.7	119	1109	29.0	3.1	137	1754	30.5	4.9	144
MARRIED	103585	9204	60.6	8.9	98	6714	61.5	6.5	100	2152	56.2	2.1	91	3242	56.4	3.1	91
DIVORCED/SEPARATED/WIDOWED	28585	2169	14.3	7.6	84	1463	13.4	5.1	79	565	14.8	2.0	87	753	13.1	2.6	77
PARENTS	59295	5784	38.1	9.8	108	3631	33.2	6.1	94	1176	30.7	2.0	87	1982	34.5	3.3	98
WHITE	146081	13873	91.3	9.5	105	10111	92.6	6.9	106	3340	87.3	2.3	100	5356	93.2	3.7	107
BLACK	17974	1036	6.8	5.8	64	542	5.0	3.0	46	480	12.5	2.7	117	*272	4.7	1.5	44
OTHER	3672	**287	1.9	7.8	86	**269	2.5	7.3	112	**6	0.2	0.2	7	**121	2.1	3.3	96
NORTHEAST-CENSUS	37005	2620	17.2	7.1	78	1536	14.1	4.2	64	1245	32.5	3.4	147	975	17.0	2.6	77
NORTH CENTRAL	42642	3589	23.6	8.4	93	3123	28.6	7.3	112	943	24.6	2.2	97	975	17.0	2.3	67
SOUTH	56777	5901	38.8	10.4	115	3630	33.2	6.4	98	1135	29.7	2.0	88	2561	44.6	4.5	132
WEST	31303	3087	20.3	9.9	109	2633	24.1	8.4	129	*502	13.1	1.6	70	1238	21.5	4.0	115
NORTHEAST-MKTG.	38125	2489	16.4	6.5	72	1458	13.3	3.8	59	1164	30.4	3.1	134	898	15.6	2.4	69
EAST CENTRAL	24794	2349	15.5	9.5	105	1743	16.0	7.0	108	859	22.5	3.5	152	699	12.2	2.8	82
WEST CENTRAL	28511	2344	15.4	8.2	91	2192	20.1	7.7	118	*490	12.8	1.7	75	720	12.5	2.5	74
SOUTH	48953	5291	34.8	10.8	119	3281	30.0	6.7	103	842	22.0	1.7	75	2405	41.8	4.9	143
PACIFIC	27344	2724	17.9	10.0	110	2248	20.6	8.2	126	*472	12.3	1.7	76	1027	17.9	3.8	110
COUNTY SIZE A	69301	6228	41.0	9.0	99	4562	41.8	6.6	101	2080	54.4	3.0	132	2209	38.4	3.2	93
COUNTY SIZE B	50633	5283	34.8	10.4	115	3566	32.6	7.0	108	1117	29.2	2.2	97	2175	37.8	4.3	125
COUNTY SIZE C	26259	2210	14.5	8.4	93	1707	15.6	6.5	100	*443	11.6	1.7	74	864	15.0	3.3	96
COUNTY SIZE D	21534	1476	9.7	6.9	76	1086	9.9	5.0	77	*186	4.9	0.9	38	*500	8.7	2.3	68
METRO CENTRAL CITY	50014	4820	31.7	9.6	106	3457	31.7	6.9	106	1181	30.9	2.4	104	2134	37.1	4.3	125
METRO SUBURBAN	76832	7339	48.3	9.6	105	5323	48.7	6.9	106	2114	55.3	2.8	121	2514	43.7	3.3	95
NON METRO	40881	3038	20.0	7.4	82	2142	19.6	5.2	80	*531	13.9	1.3	57	1101	19.2	2.7	79
TOP 5 ADI'S	39550	3200	21.1	8.1	89	2414	22.1	6.1	94	1126	29.4	2.8	125	1096	19.1	2.8	81
TOP 10 ADI'S	54877	4493	29.6	8.2	90	3211	29.4	5.9	90	1470	38.4	2.7	117	1726	30.0	3.1	92
TOP 20 ADI'S	77516	6566	43.2	8.5	93	4751	43.5	6.1	94	2021	52.8	2.6	114	2578	44.9	3.3	97
HSHLD INC. \$50,000 OR MORE	17257	2054	13.5	11.9	131	1263	11.6	7.3	112	*663	17.3	3.8	168	778	13.5	4.5	132
\$40,000 OR MORE	33235	3668	24.1	11.0	122	2533	23.2	7.6	117	1092	28.5	3.3	144	1406	24.5	4.2	123
\$30,000 OR MORE	59693	6459	42.5	10.8	119	4974	45.5	8.3	128	1747	45.7	2.9	128	2460	42.8	4.1	120
\$25,000 OR MORE	76275	7918	52.1	10.4	115	6162	56.4	8.1	124	2115	55.3	2.8	122	3049	53.0	4.0	117
\$20,000 - \$24,999	18607	1896	12.5	10.2	112	1057	9.7	5.7	87	*509	13.3	2.7	120	773	13.4	4.2	121
\$15,000 - \$19,999	17175	1589	10.5	9.3	102	1150	10.5	6.7	103	*218	5.7	1.3	56	*605	10.5	3.5	103
\$10,000 - \$14,999	24569	2113	13.9	8.6	95	1385	12.7	5.6	87	490	12.8	2.0	87	698	12.1	2.8	83
UNDER \$10,000	31101	1681	11.1	5.4	60	1167	10.7	3.8	58	493	12.9	1.6	69	623	10.8	2.0	58
HOUSEHOLD OF 1 PERSON	19441	1475	9.7	7.6	84	1026	9.4	5.3	81	335	8.8	1.7	76	611	10.6	3.1	92
2 PEOPLE	51803	4499	29.6	8.7	96	3579	32.8	6.9	106	1042	27.2	2.0	88	1851	32.2	3.6	104
3 OR 4 PEOPLE	66933	6596	43.4	9.9	109	4336	39.7	6.5	99	1783	46.6	2.7	117	2394	41.6	3.6	104
5 OR MORE PEOPLE	29550	2628	17.3	8.9	98	1982	18.1	6.7	103	*666	17.4	2.3	99	892	15.5	3.0	88
NO CHILD IN HSHLD	96587	8083	53.2	8.4	92	6193	56.7	6.4	98	2296	50.0	2.4	104	3397	59.1	3.5	103
CHILD(REN) UNDER 2 YRS	10844	1222	8.0	11.3	124	*593	5.4	5.5	84	*158	4.1	1.5	64	*324	5.6	3.0	87
2 - 5 YEARS	26358	2595	17.1	9.8	109	1552	14.2	5.9	90	*378	9.9	1.4	63	723	12.6	2.7	80
6 - 11 YEARS	30453	2845	18.7	9.3	103	1810	16.6	5.9	91	571	14.9	1.9	82	1007	17.5	3.3	96
12 - 17 YEARS	36575	3362	22.1	9.2	101	2553	23.4	7.0	107	955	25.0	2.6	114	1224	21.3	3.4	98
RESIDENCE OWNED	117770	10328	68.0	8.8	97	7695	70.5	6.5	100	2674	69.9	2.3	100	3777	65.7	3.2	94
VALUE: \$50,000 OR MORE	70166	6608	43.5	9.4	104	4933	45.2	7.0	108	1844	48.2	2.6	115	2250	39.1	3.2	94
VALUE: UNDER \$50,000	47604	3720	24.5	7.8	86	2762	25.3	5.8	89	830	21.7	1.7	76	1527	26.6	3.2	94

		TOTAL U.S. '000	JACK DANIEL'S				JIM BEAM				OLD GRAND-DAD				MILD TURKEY			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	15197	100.0	9.1	100	10922	100.0	6.5	100	3826	100.0	2.3	100	5748	100.0	3.4	100
MAGAZINES	QUINTILE 1	34022	4207	27.7	12.4	136	3173	29.1	9.3	143	1195	31.2	3.5	154	1682	29.3	4.9	144
	QUINTILE 2	34800	3432	22.6	9.9	109	2470	22.6	7.1	109	982	25.7	2.8	124	1191	20.7	3.4	100
	QUINTILE 3	30514	2622	17.3	8.6	95	1977	18.1	6.5	99	495	12.9	1.6	71	1018	17.7	3.3	97
	QUINTILE 4	33324	2903	19.1	8.7	96	1695	15.5	5.1	78	627	16.4	1.9	82	1003	17.4	3.0	88
	QUINTILE 5	35066	2034	13.4	5.8	64	1607	14.7	4.6	70	527	13.8	1.5	66	855	14.9	2.4	71
NEWSPAPERS	QUINTILE 1	29107	2889	19.0	9.9	110	2041	18.7	7.0	108	1072	28.0	3.7	161	1136	19.8	3.9	114
	QUINTILE 2	49095	4396	28.9	9.0	99	2836	26.0	5.8	89	873	22.8	1.8	78	1390	24.2	2.8	83
	QUINTILE 3	23107	2210	14.5	9.6	106	1734	15.9	7.5	115	612	16.0	2.6	116	896	15.6	3.9	113
	QUINTILE 4	33556	3045	20.0	9.1	100	1969	18.0	5.9	90	495	12.9	1.5	65	1029	17.9	3.1	89
	QUINTILE 5	32863	2658	17.5	8.1	89	2342	21.4	7.1	109	774	20.2	2.4	103	1297	22.6	3.9	115
OUTDOOR	QUINTILE 1	33431	3336	22.0	10.0	110	2573	23.6	7.7	118	782	20.4	2.3	103	1208	21.0	3.6	105
	QUINTILE 2	33478	3490	23.0	10.4	115	2427	22.2	7.2	111	860	22.5	2.6	113	1366	23.8	4.1	119
	QUINTILE 3	33574	3297	21.7	9.8	108	2137	19.6	6.4	98	758	19.8	2.3	99	1350	23.5	4.0	117
	QUINTILE 4	33935	2676	17.6	7.9	87	1927	17.6	5.7	87	815	21.3	2.4	105	1102	19.2	3.2	95
	QUINTILE 5	33310	2398	15.8	7.2	79	1857	17.0	5.6	86	611	16.0	1.8	80	722	12.6	2.2	63
RADIO-DRIVE TIME	QUINTILE 1	33136	3505	23.1	10.6	117	2218	20.3	6.7	103	979	25.6	3.0	130	1351	23.5	4.1	119
	QUINTILE 2	31658	2857	18.8	9.0	100	2034	18.6	6.4	99	576	15.1	1.8	80	1045	18.2	3.3	96
	QUINTILE 3	32541	3017	19.9	9.3	102	2170	19.9	6.7	102	730	19.1	2.2	98	1085	18.9	3.3	97
	QUINTILE 4	34247	3147	20.7	9.2	101	2319	21.2	6.8	104	843	22.0	2.5	108	1217	21.2	3.6	104
	QUINTILE 5	36144	2672	17.6	7.4	82	2181	20.0	6.0	93	698	18.2	1.9	85	1051	18.3	2.9	85
RADIO-MID- DAY	TERCILE 1	45037	4708	31.0	10.5	115	3206	29.4	7.1	109	1116	29.2	2.5	109	1590	27.7	3.5	103
	TERCILE 2	44819	3696	24.3	8.2	91	2608	23.9	5.8	89	881	23.0	2.0	86	1381	24.0	3.1	90
	TERCILE 3	77872	6793	44.7	8.7	96	5108	46.8	6.6	101	1829	47.8	2.3	103	2777	48.3	3.6	104
RADIO-TOTAL	QUINTILE 1	33763	3447	22.7	10.2	113	2164	19.8	6.4	98	863	22.6	2.6	112	1255	21.8	3.7	108
	QUINTILE 2	33240	3195	21.0	9.6	106	2529	23.2	7.6	117	727	19.0	2.2	96	1256	21.9	3.8	110
	QUINTILE 3	33408	3088	20.3	9.2	102	2151	19.7	6.4	99	727	19.0	2.2	95	1061	18.5	3.2	93
	QUINTILE 4	34792	3005	19.8	8.6	95	2079	19.0	6.0	92	839	21.9	2.4	106	1154	20.1	3.3	97
	QUINTILE 5	32524	2463	16.2	7.6	84	1999	18.3	6.1	94	669	17.5	2.1	90	1022	17.8	3.1	92
TV-PRIME TIME	QUINTILE 1	33090	2695	17.7	8.1	90	1861	17.0	5.6	86	778	20.3	2.4	103	1151	20.0	3.5	101
	QUINTILE 2	33357	3315	21.8	9.9	110	2425	22.2	7.3	112	751	19.6	2.3	99	1089	18.9	3.3	95
	QUINTILE 3	33980	3366	22.1	9.9	109	2317	21.2	6.8	105	677	17.7	2.0	87	1257	21.9	3.7	108
	QUINTILE 4	33854	2799	18.4	8.3	91	2042	18.7	6.0	93	630	16.5	1.9	82	1048	18.2	3.1	90
	QUINTILE 5	33444	3023	19.9	9.0	100	2278	20.9	6.8	105	991	25.9	3.0	130	1203	20.9	3.6	105
TV-DAYTIME	TERCILE 1	49121	4112	27.1	8.4	92	2680	24.5	5.5	84	1066	27.9	2.2	95	1344	23.4	2.7	80
	TERCILE 2	48823	4079	26.8	8.4	92	3011	27.6	6.2	95	1318	34.4	2.7	118	1582	27.5	3.2	95
	TERCILE 3	69782	7005	46.1	10.0	111	5230	47.9	7.5	115	1442	37.7	2.1	91	2822	49.1	4.0	118
TV-TOTAL	QUINTILE 1	33584	2811	18.5	8.4	92	1911	17.5	5.7	87	859	22.5	2.6	112	1092	19.0	3.3	95
	QUINTILE 2	33441	2818	18.5	8.4	93	2255	20.6	6.7	104	675	17.6	2.0	88	1136	19.8	3.4	99
	QUINTILE 3	33505	3377	22.2	10.1	111	2053	18.8	6.1	94	801	20.9	2.4	105	1164	20.3	3.5	101
	QUINTILE 4	33466	3229	21.2	9.6	106	2238	20.5	6.7	103	598	15.6	1.8	78	1152	20.0	3.4	100
	QUINTILE 5	33731	2962	19.5	8.8	97	2465	22.6	7.3	112	892	23.3	2.6	116	1205	21.0	3.6	104
MAGAZINES-NEWSPAPERS: DUAL		44503	4992	32.8	11.2	124	3566	32.6	8.0	123	1523	39.8	3.4	150	1742	30.3	3.9	114
MAGAZINE IMPERATIVE		39363	4068	26.8	10.3	114	3115	28.5	7.9	122	923	24.1	2.3	103	1726	30.0	4.4	128
NEWSPAPER IMPERATIVE		46441	3492	23.0	7.5	83	2227	20.4	4.8	74	753	19.7	1.6	71	1251	21.8	2.7	79
MAGAZINES-OUTDOOR: DUAL		33726	3862	25.4	11.5	126	2870	26.3	8.5	131	1025	26.8	3.0	133	1579	27.5	4.7	137
MAGAZINE IMPERATIVE		52846	5161	34.0	9.8	108	3824	35.0	7.2	111	1469	38.4	2.8	122	1901	33.1	3.6	105
OUTDOOR IMPERATIVE		52140	4421	29.1	8.5	94	2967	27.2	5.7	87	932	24.4	1.8	78	1600	27.8	3.1	90
MAGAZINES-RADIO: DUAL		37081	4181	27.5	11.3	124	2908	26.6	7.8	120	987	25.8	2.7	117	1448	25.2	3.9	114
MAGAZINE IMPERATIVE		49747	5070	33.4	10.2	112	3956	36.2	8.0	122	1479	38.7	3.0	130	2002	34.8	4.0	117
RADIO IMPERATIVE		49208	4077	26.8	8.3	91	2751	25.2	5.6	86	910	23.8	1.8	81	1605	27.9	3.3	95
MAGAZINES-TELEVISION: DUAL		33103	3380	22.2	10.2	113	2409	22.1	7.3	112	939	24.5	2.8	124	1249	21.7	3.8	110
MAGAZINE IMPERATIVE		54575	5998	39.5	11.0	121	4421	40.5	8.1	124	1579	41.3	2.9	127	2216	38.6	4.1	118
TELEVISION IMPERATIVE		53249	3904	25.7	7.3	81	2607	23.9	4.9	75	979	25.6	1.8	81	1523	26.5	2.9	83
NEWSPAPERS-OUTDOOR: DUAL		36255	3787	24.9	10.4	115	2610	23.9	7.2	111	850	22.2	2.3	103	1376	23.9	3.8	111
NEWSPAPER IMPERATIVE		55591	4719	31.1	8.5	94	3254	29.8	5.9	90	1423	37.2	2.6	112	1620	28.2	2.9	85
OUTDOOR IMPERATIVE		48319	4703	30.9	9.7	107	3492	32.0	7.2	111	1089	28.5	2.3	99	1954	34.0	4.0	118
NEWSPAPERS-RADIO: DUAL		37242	3792	25.0	10.2	112	2423	22.2	6.5	100	1001	26.2	2.7	118	1257	21.9	3.4	98
NEWSPAPER IMPERATIVE		54423	4767	31.4	8.8	97	3415	31.3	6.3	96	1343	35.1	2.5	108	1721	29.9	3.2	92
RADIO IMPERATIVE		46650	4480	29.5	9.6	106	3432	31.4	7.4	113	953	24.9	2.0	90	1720	29.9	3.7	108
NEWSPAPERS-TELEVISION: DUAL		35974	3242	21.3	9.0	99	2357	21.6	6.6	101	861	22.5	2.4	105	1121	19.5	3.1	91
NEWSPAPER IMPERATIVE		56095	5461	35.9	9.7	107	3737	34.2	6.7	102	1427	37.3	2.5	112	1950	33.9	3.5	101
TELEVISION IMPERATIVE		47170	4082	26.9	8.7	96	2787	25.5	5.9	91	1045	27.3	2.2	97	1686	29.3	3.6	104
OUTDOOR-RADIO: DUAL		33748	3483	22.9	10.3	114	2476	22.7	7.3	113	877	22.9	2.6	114	1409	24.5	4.2	122
OUTDOOR IMPERATIVE		52785	5031	33.1	9.5	105	3708	33.9	7.0	108	1256	32.8	2.4	104	1968	34.2	3.7	109
RADIO IMPERATIVE		52882	4817	31.7														

	TOTAL U.S. '000	JACK DANIEL'S				JIM BEAM				OLD GRAND-DAD				WILD TURKEY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	15197	100.0	9.1	100	10922	100.0	6.5	100	3826	100.0	2.3	100	5748	100.0	3.4	100
ATLANTIC MONTHLY	867	**76	0.5	8.8	97	**103	0.9	11.9	182	**63	1.6	7.3	319	**19	0.3	2.2	64
BARRON'S	1580	*246	1.6	15.6	172	**225	2.1	14.2	219	**136	3.6	8.6	377	**131	2.3	8.3	242
BETTER HOMES & GARDENS	22203	1761	11.6	7.9	88	1514	13.9	6.8	105	613	16.0	2.8	121	617	10.7	2.8	81
BON APPETIT	3810	304	2.0	8.0	88	224	2.1	5.9	90	**119	3.1	3.1	137	**113	2.0	3.0	87
BUSINESS WEEK	4663	612	4.0	13.1	145	532	4.9	11.4	175	**185	4.8	4.0	174	*203	3.5	4.4	121
CAR AND DRIVER	3102	370	2.4	11.9	132	*321	2.9	10.3	159	**172	4.5	5.5	243	*198	3.4	6.4	186
CBS MAGAZINE NETWORK (GROSS)	7311	1089	7.2	14.9	164	769	7.0	10.5	162	*511	13.4	7.0	306	513	8.9	7.0	205
CHANGING TIMES	3400	365	2.4	10.7	118	466	4.3	13.7	210	**140	3.7	4.1	181	*202	3.5	5.9	173
COLONIAL HOMES	1796	*167	1.1	9.3	103	*142	1.3	7.9	121	**70	1.8	3.9	171	**84	1.5	4.7	136
CONDE NAST MAG. PKG. (GROSS)	19924	1621	10.7	8.1	90	1666	15.3	8.4	128	628	16.4	3.2	138	698	12.1	3.5	102
CONSUMERS DIGEST	3125	*307	2.0	9.8	108	318	2.9	10.2	156	**187	4.9	6.0	262	**119	2.1	3.8	111
COSMOPOLITAN	10577	1151	7.6	10.9	120	749	6.9	7.1	109	*254	6.6	2.4	105	356	6.2	3.4	98
COUNTRY LIVING	3746	386	2.5	10.3	114	279	2.6	7.4	114	**139	3.6	3.7	163	*149	2.6	4.0	116
CUISINE	2214	287	1.9	13.0	143	*151	1.4	6.8	105	**96	2.5	4.3	190	**77	1.3	3.5	101
CYCLE WORLD	2394	*321	2.1	13.4	148	*232	2.1	9.7	149	**92	2.4	3.8	168	**128	2.2	5.3	156
DCI:CREATIVE IDEAS FOR LIV	3068	*182	1.2	5.9	65	*203	1.9	6.6	102	**109	2.8	3.6	156	*60	1.0	2.0	57
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	833	5.5	8.7	96	796	7.3	8.3	128	*263	6.9	2.8	121	333	5.8	3.5	102
DISCOVER	2277	*233	1.5	10.2	113	*255	2.3	11.2	172	**149	3.9	6.5	287	*172	1.3	3.2	92
EBONY	7187	387	2.5	5.4	59	318	2.9	4.4	68	*267	7.0	3.7	163	**118	2.1	1.6	48
ESQUIRE	2560	223	1.5	8.7	96	*231	2.1	9.0	139	**112	2.9	4.4	192	*67	1.2	2.6	76
ESSENCE	3242	*185	1.2	5.7	63	*175	1.6	5.4	83	**113	3.0	3.5	153	**74	1.3	2.3	67
FAMILY CIRCLE	19639	1410	9.3	7.2	79	1070	9.8	5.4	84	401	10.5	2.0	90	537	9.3	2.7	80
THE FAMILY HANDYMAN	3540	371	2.4	10.5	116	486	4.4	13.7	211	*231	6.0	6.5	286	*137	2.4	3.9	113
FAMILY WEEKLY	23924	2239	14.7	9.4	103	1443	13.2	6.0	93	373	9.7	1.6	68	719	12.5	3.0	88
FIELD & STREAM	9883	1254	8.3	12.7	140	1042	9.5	10.5	162	339	8.9	3.4	150	602	10.5	6.1	178
FOOD & WINE	1030	*103	0.7	10.0	110	*47	0.4	4.6	70	**108	2.8	10.5	460	**59	1.0	5.7	167
FORBES	2679	414	2.7	15.5	171	364	3.3	13.6	209	**152	4.0	5.7	249	*159	2.8	5.9	173
FORTUNE	2931	431	2.8	14.7	162	*401	3.7	13.7	210	**151	3.9	5.2	226	*110	1.9	3.8	110
GENTLEMEN'S QUARTERLY	3481	462	3.0	13.3	146	427	3.9	12.3	188	**208	5.4	6.0	262	*265	4.6	7.6	222
GLAMOUR	7163	662	4.4	9.2	102	615	5.6	8.6	132	**180	4.7	2.5	110	*221	3.8	3.1	90
GOLF DIGEST	2355	430	2.8	18.3	202	*275	2.5	11.7	179	**190	5.0	8.1	354	*246	4.3	10.4	305
GOLF DIGEST/TENNIS (GROSS)	3610	569	3.7	15.8	174	342	3.1	9.5	145	*281	7.3	7.8	341	*317	5.5	8.8	256
GOLF MAGAZINE	2046	313	2.1	15.3	169	*264	2.4	12.9	198	*247	6.5	12.1	529	*237	4.1	11.6	338
GOLF MAGAZINE/SKI (GROSS)	3547	485	3.2	13.7	151	424	3.9	12.0	184	*342	8.9	9.6	423	331	5.8	9.3	272
GOOD HOUSEKEEPING	20353	1568	10.3	7.7	85	1169	10.7	5.7	88	472	12.3	2.3	102	514	8.9	2.5	74
HARPER'S BAZAAR	3362	*205	1.3	6.1	67	*242	2.2	7.2	111	**108	2.8	3.2	141	**100	1.7	3.0	87
HEALTH	2987	*274	1.8	9.2	101	*220	2.0	7.4	113	**155	4.1	5.2	227	**88	1.5	2.9	86
HEARST MAG CORP. BUY (GROSS)	67928	6416	42.2	9.4	104	4956	45.4	7.3	112	2068	54.1	3.0	133	2308	40.2	3.4	99
HEARST MAN POWER (GROSS)	11282	1367	9.0	12.1	134	1272	11.6	11.3	173	500	13.1	4.4	194	614	10.7	5.4	159
HEARST WOMAN POWER (GROSS)	40514	3558	23.4	8.8	97	2475	22.7	6.1	94	903	23.6	2.2	98	1110	19.3	2.7	80
HOUSE BEAUTIFUL	4885	455	3.0	9.3	103	324	3.0	6.6	102	*151	3.9	3.1	136	**102	1.8	2.1	61
INC.	1308	*187	1.2	14.3	158	*218	2.0	16.7	256	**96	2.5	7.3	322	*52	0.9	4.0	116
JET	6498	435	2.9	6.7	74	256	2.3	3.9	61	*238	6.2	3.7	161	*147	2.6	2.3	66
LADIES' HOME JOURNAL	14797	1065	7.0	7.2	79	700	6.4	4.7	73	234	6.1	1.6	69	361	6.3	2.4	71
LHJ FAMILY GRP COMBO(GROSS)	21743	1816	11.9	8.4	92	1340	12.3	6.2	95	539	14.1	2.5	109	558	9.7	2.6	75
LIFE	9881	968	6.4	9.8	108	990	9.1	10.0	154	308	8.1	3.1	137	426	7.4	4.3	126
L.A. TIMES HOME MAGAZINE	2775	430	2.8	15.5	171	*239	2.2	8.6	132	**80	2.1	2.9	126	*132	2.3	4.8	139
MADMOISELLE	4219	*280	1.8	6.6	73	*372	3.4	8.8	135	**136	3.6	3.2	141	**116	2.0	2.7	80
MC CALL'S	16422	1277	8.4	7.8	86	966	8.8	5.9	90	366	9.6	2.2	98	437	7.6	2.7	78
MC CALL'S/WRK MOTHER (GROSS)	17919	1394	9.2	7.8	86	1074	9.8	6.0	92	453	11.8	2.5	111	468	8.1	2.6	76
MECHANIX ILLUSTRATED	4433	442	2.9	10.0	110	425	3.9	9.6	147	*208	5.4	4.7	206	*182	3.2	4.1	120
METROPOLITAN HOME	1504	**79	0.5	5.3	58	**68	0.6	4.5	69	**58	1.5	3.9	169	**31	0.5	2.1	60
MONEY	4723	636	4.2	13.5	149	565	5.2	12.0	184	*255	6.7	5.4	237	*207	3.6	4.4	128
MOTHER EARTH NEWS	2325	282	1.9	12.1	134	*307	2.8	13.2	203	**148	3.9	6.4	279	*156	2.7	6.7	196
MS.	1189	*149	1.0	12.5	138	**148	1.4	12.4	191	**79	2.1	6.6	291	**68	1.2	5.7	167
NATIONAL ENQUIRER	18892	1559	10.3	8.3	91	1268	11.6	6.7	103	397	10.4	2.1	92	561	9.8	3.0	87
NATIONAL GEOGRAPHIC	22129	2580	17.0	11.7	129	2385	21.8	10.8	166	631	16.5	2.9	125	917	16.0	4.1	121
NATIONAL SUNDAY MAGAZINE PKG	103750	9966	65.6	9.6	106	7007	64.2	6.8	104	2561	66.9	2.5	108	3628	63.1	3.5	102
NATURAL HISTORY	1379	*109	0.7	7.9	87	*166	1.5	12.0	185	**121	3.2	8.8	385	*57	1.0	4.1	121
NEW WOMAN	2289	*179	1.2	7.8	86	**163	1.5	7.1	109	**100	2.6	4.4	192	**55	1.0	2.4	70
NEW YORK INCLUDING CUE	1088	*150	1.0	13.8	152	**52	0.5	4.8	73	**54	1.4	5.0	218	**51	0.9	4.7	137
THE NEW YORKER	2459	339	2.2	13.8	152	260	2.4	10.6	162	**135	3.5	5.5	241	*135	2.3	5.5	160
NEWSWEEK	16527	2021	13.3	12.2	135	1526	14.0	9.2	142	418	10.9	2.5	111	733	12.8	4.4	129
THE N.Y. TIMES DAILY EDITION	2739	296	1.9	10.8	119	*154	1.4	5.6	86	*187	4.9	6.8	299	*136	2.4	5.0	145
THE N.Y. TIMES MAGAZINE	4443	382	2.5	8.6	95	240	2.2	5.4	83	*242	6.3	5.4	239	*173	3.0	3.9	114
OMNI	2799	540	3.6	19.3	213	433	4.0	15.5	238	**168	4.4	6.0	263	*231	4.0	8.3	241
ON CABLE	2209	331	2.2	15.0	165	*269	2.5	12.2	187	**68	1.8	3.1	135	*81	1.4	3.7	107
1001 HOME IDEAS	3959	478	3.1	12.1	133	420	3.8	10.6	163	**151	3.9	3.8	167	*109	1.9	2.8	80
ORGANIC GARDENING	3111	*249	1.6	8.0	88	*274	2.5	8.8	135	**125	3.3	4.0	176	**87	1.5	2.8	82
OUTDOOR LIFE	5024	672	4.4	13.4	148	453	4.1	9.0	138	*230	6.0	4.6	201	*249	4.3	5.0	145
PARADE MAGAZINE	51292	4865	32.0	9.5	105	3631	33.2	7.1	109	1480	38.7	2.9	126	1890	32.9	3.7	108

	TOTAL U.S. '000	JACK DANIEL'S				JIM BEAM				OLD GRAND-DAD				MILD TURKEY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	15197	100.0	9.1	100	10922	100.0	6.5	100	3826	100.0	2.3	100	5748	100.0	3.4	100
PARENTS	5298	510	3.4	9.6	106	*279	2.6	5.3	81	**120	3.1	2.3	99	*158	2.7	3.0	87
PENTHOUSE	5129	913	6.0	17.8	196	769	7.0	15.0	230	*218	5.7	4.3	186	297	5.2	5.8	169
PEOPLE	21070	2160	14.2	10.3	113	1891	17.3	9.0	138	515	13.5	2.4	107	845	14.7	4.0	117
PLAYBOY	10562	1762	11.6	16.7	184	1176	10.8	11.1	171	370	9.7	3.5	154	690	12.0	6.5	191
POPULAR HOT RODDING	2498	436	2.9	17.5	193	*342	3.1	13.7	210	**150	3.9	6.0	263	*174	3.0	7.0	203
POPULAR MECHANICS	5887	662	4.4	11.2	124	649	5.9	11.0	169	*222	5.8	3.8	165	*247	4.3	4.2	122
POPULAR SCIENCE	4317	587	3.9	13.6	150	625	5.7	14.5	222	*215	5.6	5.0	218	*226	3.9	5.2	153
PREVENTION	5792	578	3.8	10.0	110	344	3.1	5.9	91	*142	3.7	2.5	107	**132	2.3	2.3	67
PSYCHOLOGY TODAY	3284	487	3.2	14.8	164	*205	1.9	6.2	96	*134	3.5	4.1	179	*165	2.9	5.0	147
READER'S DIGEST	40046	3666	24.1	9.2	101	2786	25.5	7.0	107	944	24.7	2.4	103	1352	23.5	3.4	99
REDBOOK	9584	839	5.5	8.8	97	558	5.1	5.8	89	*178	4.7	1.9	81	*240	4.2	2.5	73
ROAD & TRACK	2590	466	3.1	18.0	199	*382	3.5	14.7	226	**200	5.2	7.7	339	*240	4.2	9.3	270
ROLLING STONE	3302	560	3.7	17.0	187	364	3.3	11.0	169	**199	5.2	6.0	264	*214	3.7	6.5	189
RUNNER'S WORLD	1229	**134	0.9	10.9	120	**56	0.5	4.6	70	**89	2.3	7.2	317	**86	1.5	7.0	204
SATURDAY EVENING POST	2110	*206	1.4	9.8	108	*208	1.9	9.9	151	**71	1.9	3.4	148	**116	2.0	5.5	160
SCIENCE 84	1543	*180	1.2	11.7	129	**117	1.1	7.6	116	**69	1.8	4.5	196	**65	1.1	4.2	123
SCIENCE DIGEST	1747	*228	1.5	13.1	144	*191	1.7	10.9	168	**90	2.4	5.2	226	**87	1.5	5.0	145
SCIENTIFIC AMERICAN	1994	292	1.9	14.6	162	*202	1.8	10.1	156	**146	3.8	7.3	321	*169	2.9	8.5	247
SELF	3119	300	2.0	9.6	106	*380	3.5	12.2	187	**156	4.1	5.0	219	*156	2.7	5.0	146
SEVENTEEN	3923	285	1.9	7.3	80	*244	2.2	6.2	96	**119	3.1	3.0	133	**91	1.6	2.3	68
SKI	1501	*172	1.1	11.5	126	*160	1.5	10.7	164	**95	2.5	6.3	277	**94	1.6	6.3	183
SMITHSONIAN	5976	673	4.4	11.3	124	587	5.4	9.8	151	272	7.1	4.6	200	222	3.9	3.7	108
SOAP OPERA DIGEST	4228	314	2.1	7.4	82	*304	2.8	7.2	110	**134	3.5	3.2	139	**128	2.2	3.0	88
SOUTHERN LIVING	6488	650	4.3	10.0	111	594	5.4	9.2	141	**154	4.0	2.4	104	*273	4.7	4.2	123
SPORT	3500	473	3.1	13.5	149	300	2.7	8.6	132	*219	5.7	6.3	274	*168	2.9	4.8	140
THE SPORTING NEWS	2456	*306	2.0	12.5	138	*195	1.8	7.9	122	**178	4.7	7.2	318	**82	1.4	3.3	97
SPORTS AFIELD	3648	478	3.1	13.1	145	433	4.0	11.9	182	*188	4.9	5.2	226	*280	4.9	7.7	224
SPORTS ILLUSTRATED	14484	1748	11.5	12.1	133	1265	11.6	8.7	134	613	16.0	4.2	186	809	14.1	5.6	163
STAR	12661	987	6.5	7.8	86	793	7.3	6.3	96	327	8.5	2.6	113	300	5.2	2.4	69
SUNDAY	52799	5005	32.9	9.5	105	3600	33.0	6.8	105	1423	37.2	2.7	118	1865	32.4	3.5	103
SUNSET	3513	465	3.1	13.2	146	401	3.7	11.4	175	**102	2.7	2.9	127	*102	1.8	2.9	85
TV GUIDE	42766	4092	26.9	9.6	106	2796	25.6	6.5	100	916	23.9	2.1	94	1423	24.8	3.3	97
TENNIS	1254	*139	0.9	11.1	122	**67	0.6	5.3	82	**91	2.4	7.3	318	**71	1.2	5.7	165
TIME	22054	2557	16.8	11.6	128	1937	17.7	8.8	135	850	22.2	3.9	169	1094	19.0	5.0	145
TOWN & COUNTRY	1555	*194	1.3	12.5	138	**121	1.1	7.8	119	**112	2.9	7.2	316	**86	1.5	5.5	161
TRAVEL & LEISURE	2173	261	1.7	12.0	133	346	3.2	15.9	245	**103	2.7	4.7	208	*137	2.4	6.3	184
TRUE STORY	4636	*327	2.2	7.1	78	*245	2.2	5.3	81	**140	3.7	3.0	132	**189	3.3	4.1	119
U.S. NEWS & WORLD REPORT	10353	1041	6.9	10.1	111	1096	10.0	10.6	163	388	10.1	3.7	164	469	8.2	4.5	132
USA TODAY	4994	609	4.0	12.2	135	380	3.5	7.6	117	*241	6.3	4.8	212	332	5.8	6.6	194
US	3528	348	2.3	9.9	109	359	3.3	10.2	156	**165	4.3	4.7	205	*132	2.3	3.7	109
VOGUE	5424	379	2.5	7.0	77	*299	2.7	5.5	85	**156	4.1	2.9	126	*205	3.6	3.8	110
WALL STREET JOURNAL	6292	902	5.9	14.3	158	546	5.0	8.7	133	428	11.2	6.8	298	396	6.9	6.3	184
WEIGHT WATCHERS	2762	*211	1.4	7.6	84	*207	1.9	7.5	115	**60	1.6	2.2	95	**82	1.4	3.0	87
WOMAN'S DAY	16320	1068	7.0	6.5	72	841	7.7	5.2	79	334	8.7	2.0	90	256	4.5	1.6	46
WORKING MOTHER	1496	**117	0.8	7.8	86	**107	1.0	7.2	110	**87	2.3	5.8	255	**30	0.5	2.0	59
WORKING WOMAN	1851	*217	1.4	11.7	129	**140	1.3	7.6	116	**75	2.0	4.1	178	**48	0.8	2.6	76
WORLD TENNIS	580	**102	0.7	17.6	194	**66	0.6	11.4	175	**80	2.1	13.8	605	**35	0.6	6.0	176
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1666	11.0	13.4	148	1555	14.2	12.5	192	765	20.0	6.2	270	831	14.5	6.7	195
BLAIR INSERTS	91671	8709	57.3	9.5	105	6178	56.6	6.7	103	2401	62.8	2.6	115	3177	55.3	3.5	101
DAILY NEWSPAPERS																	
READ ANY	109190	10092	66.4	9.2	102	6966	63.8	6.4	98	2532	66.2	2.3	102	3643	63.4	3.3	97
READ ONE	89587	8153	53.6	9.1	100	5686	52.1	6.3	97	1866	48.8	2.1	91	2846	49.5	3.2	93
READ TWO OR MORE	19602	1940	12.8	9.9	109	1281	11.7	6.5	100	666	17.4	3.4	149	797	13.9	4.1	119
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10378	68.3	9.5	104	7226	66.2	6.6	101	2678	70.0	2.4	107	3747	65.2	3.4	100
READ ONE	95074	8884	58.5	9.3	103	6162	56.4	6.5	100	2017	52.7	2.1	93	3169	55.1	3.3	97
READ TWO OR MORE	14588	1495	9.8	10.2	113	1064	9.7	7.3	112	661	17.3	4.5	199	579	10.1	4.0	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.08				31.52				31.10				31.29			
30 DAY REACH	149706	13818	90.9	9.2	102	9822	89.9	6.6	101	3398	88.8	2.3	100	5388	93.7	3.6	105
50 SHWG - 30 DAY AV FREQ	15.16	16.13				16.46				15.98				16.15			
30 DAY REACH	142406	13328	87.7	9.4	103	9418	86.2	6.6	102	3322	86.8	2.3	102	5223	90.9	3.7	107
25 SHWG - 30 DAY AV FREQ	8.23	8.69				8.81				8.57				8.87			
30 DAY REACH	131152	12359	81.3	9.4	104	8801	80.6	6.7	103	3078	80.4	2.3	103	4723	82.2	3.6	105
CABLE TV: HOME WIRED	66879	7236	47.6	10.8	119	4879	44.7	7.3	112	1683	44.0	2.5	110	2903	50.5	4.3	127
HOME NOT WIRED	100848	7961	52.4	7.9	87	6043	55.3	6.0	92	2143	56.0	2.1	93	2845	49.5	2.8	82
HAVE PAY CABLE	35024	4213	27.7	12.0	133	2734	25.0	7.8	120	1068	27.9	3.0	134	1653	28.8	4.7	138

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANADIAN WHISKY

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-20

		'000	%	UNWEIGHTED
2A. DO YOU YOURSELF DRINK IT?				
	YES	32157	19.2	3799
	NO	135570	80.8	15311

IF YOU DO -

2B. WHO DECIDES WHICH BRANDS OF CANADIAN WHISKY YOU DRINK? (MARK AS MANY AS APPLY)

YOURSELF	24307	14.5	2905
YOUR HUSBAND/WIFE	7998	4.8	864
LIQUOR DEALER	418	.2	63
OTHER MALE	2387	1.4	246
OTHER FEMALE	1095	.7	124
DO NOT KNOW	1950	1.2	258

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
2C. WHICH BRANDS DO YOU DRINK?									
BLACK VELVET	6830	4.1	1405	.8	3889	2.3	1536	.9	715
CANADIAN CLUB	14763	8.8	3577	2.1	8680	5.2	2506	1.5	1791
CANADIAN LTD	1278	.8	322	.2	631	.4	325	.2	149
CANADIAN MIST	7630	4.5	2041	1.2	3879	2.3	1710	1.0	849
EMBASSY CLUB	334	.2	106	.1	189	.1	39	*	54
GRANDE CANADIAN	432	.3	70	*	258	.2	104	.1	53
HARROOD	414	.2	105	.1	207	.1	102	.1	64
HUDSON'S BAY	239	.1	35	*	182	.1	22	*	32
JAMES FOXE	275	.2	38	*	203	.1	34	*	40
LORD CALVERT CANADIAN	2685	1.6	325	.2	1305	.8	1055	.6	288
MACNAUGHTON	1520	.9	281	.2	754	.4	486	.3	173
RICH AND RARE	712	.4	116	.1	457	.3	139	.1	85
ROYAL CANADIAN	1134	.7	87	.1	599	.4	448	.3	131
SCHENLEYS OFC	478	.3	74	*	265	.2	139	.1	66
SEAGRAMS VO	13437	8.0	2957	1.8	6951	4.1	3530	2.1	1583
SEAGRAMS CROWN ROYAL	7356	4.4	1500	.9	3724	2.2	2133	1.3	835
HINDSOR SUPREME	2200	1.3	408	.2	1125	.7	667	.4	260
OTHER BRANDS	2584	1.5	861	.5	1085	.6	637	.4	295
DO NOT KNOW	413	.2							55

IN LAST 7 DAYS

	'000	%	UNWEIGHTED
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2D. ABOUT HOW MANY DRINKS OR GLASSES OF CANADIAN WHISKY DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

14 OR MORE	H	661	.4	90
8 - 13	H	566	.3	70
7	H	926	.6	119
5 - 6	H	1373	.8	148
3 - 4	H	2989	1.8	368
2	M	3185	1.9	390
1	M	4048	2.4	499
NONE	L	18408	11.0	2115

IN LAST 30 DAYS

	'000	%	UNWEIGHTED
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... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

14 OR MORE	2330	1.4	279
8 - 13	1985	1.2	235
7	1643	1.0	194
5 - 6	2320	1.4	288
3 - 4	4052	2.4	495
2	3573	2.1	445
1	4512	2.7	491
NONE	11741	7.0	1372

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	32157	100.0	19.2	100	6516	100.0	3.9	100	7233	100.0	4.3	100	18408	100.0	11.0	100
MALES	79263	18497	57.5	23.3	122	3991	61.2	5.0	130	4636	64.1	5.8	136	9869	53.6	12.5	113
FEMALES	88464	13660	42.5	15.4	81	2524	38.7	2.9	73	2597	35.9	2.9	68	8539	46.4	9.7	88
18 - 24	28671	5952	18.5	20.8	108	1293	19.8	4.5	116	1351	18.7	4.7	109	3308	18.0	11.5	105
25 - 34	39536	8293	25.8	21.0	109	1426	21.9	3.6	93	1695	23.4	4.3	99	5172	28.1	13.1	119
35 - 44	28978	6437	20.0	22.2	116	1187	18.2	4.1	105	1206	16.7	4.2	97	4044	22.0	14.0	127
45 - 54	22345	4442	13.8	19.9	104	906	13.9	4.1	104	1120	15.5	5.0	116	2416	13.1	10.8	99
55 - 64	22224	3929	12.2	17.7	92	823	12.6	3.7	95	1041	14.4	4.7	109	2065	11.2	9.3	85
65 OR OLDER	25973	3105	9.7	12.0	62	880	13.5	3.4	87	822	11.4	3.2	73	1403	7.6	5.4	44
18 - 34	68207	14244	44.3	20.9	109	2719	41.7	4.0	103	3045	42.1	4.5	104	8480	46.1	12.4	113
18 - 49	108058	22897	71.2	21.2	111	4372	67.1	4.0	104	4794	66.3	4.4	103	13731	74.6	12.7	116
25 - 54	90859	19172	59.6	21.1	110	3519	54.0	3.9	100	4020	55.6	4.4	103	11632	63.2	12.8	117
35 - 49	39851	8653	26.9	21.7	113	1653	25.4	4.1	107	1749	24.2	4.4	102	5251	28.5	13.2	120
50 OR OLDER	59669	9260	28.8	15.5	81	2144	32.9	3.6	92	2440	33.7	4.1	95	4677	25.4	7.8	71
GRADUATED COLLEGE	28091	5882	18.3	20.9	109	1103	16.9	3.9	101	1142	15.8	4.1	94	3638	19.8	13.0	118
ATTENDED COLLEGE	28938	6800	21.1	23.5	123	1028	15.8	3.6	91	1411	19.5	4.9	113	4362	23.7	15.1	137
GRADUATED HIGH SCHOOL	65503	13231	41.1	20.2	105	2644	40.6	4.0	104	3055	42.2	4.7	108	7532	40.9	11.5	105
DID NOT GRADUATE HIGH SCHOOL	45195	6245	19.4	13.8	72	1741	26.7	3.9	99	1627	22.5	3.6	83	2877	15.6	6.4	58
EMPLOYED MALES	56429	13796	42.9	24.4	128	2730	41.9	4.8	125	3530	48.8	6.3	145	7536	40.9	13.4	122
EMPLOYED FEMALES	43971	7736	24.1	17.6	92	1341	20.6	3.0	79	1206	16.7	2.7	64	5190	28.2	11.8	108
EMPLOYED FULL-TIME	87773	19223	59.8	21.9	114	3650	56.0	4.2	107	4290	59.3	4.9	113	11283	61.3	12.9	117
EMPLOYED PART-TIME	12627	2309	7.2	18.3	95	*420	6.4	3.3	86	*447	6.2	3.5	82	1443	7.8	11.4	104
NOT EMPLOYED	67327	10625	33.0	15.8	82	2446	37.5	3.6	94	2497	34.5	3.7	86	5682	30.9	8.4	77
PROFESSIONAL/MANAGER	25845	5987	18.6	23.2	121	1079	16.6	4.2	107	1182	16.3	4.6	106	3726	20.2	14.4	131
TECH/CLERICAL/SALES	30895	6411	19.9	20.8	108	985	15.1	3.2	82	1468	20.3	4.8	110	3958	21.5	12.8	117
PRECISION/CRAFT	12629	2993	9.3	23.7	124	643	9.9	5.1	131	787	10.9	6.2	145	1564	8.5	12.4	113
OTHER EMPLOYED	31031	6140	19.1	19.8	103	1363	20.9	4.4	113	1298	17.9	4.2	97	3479	18.9	11.2	102
SINGLE	35557	7439	23.1	20.9	109	1607	24.7	4.5	116	1729	23.9	4.9	113	4103	22.3	11.5	105
MARRIED	103585	20203	62.8	19.5	102	3839	58.9	3.7	95	4522	62.5	4.4	101	11842	64.3	11.4	104
DIVORCED/SEPARATED/WIDOWED	28585	4516	14.0	15.8	82	1070	16.4	3.7	96	982	13.6	3.4	80	2464	13.4	8.6	79
PARENTS	59295	12086	37.6	20.4	106	2007	30.8	3.4	87	2332	32.2	3.9	91	7747	42.1	13.1	119
WHITE	146081	28666	89.1	19.6	102	5600	85.9	3.8	99	6262	86.6	4.3	99	16804	91.3	11.5	105
BLACK	17974	2948	9.2	16.4	86	843	12.9	4.7	121	846	11.7	4.7	109	1260	6.8	7.0	64
OTHER	3672	*544	1.7	14.8	77	**73	1.1	2.0	51	**126	1.7	3.4	80	**345	1.9	9.4	86
NORTHEAST-CENSUS	37005	7602	23.6	20.5	107	1673	25.7	4.5	116	1774	24.5	4.8	111	4154	22.6	11.2	102
NORTH CENTRAL	42642	9686	30.1	22.7	118	1930	29.6	4.5	117	2113	29.2	5.0	115	5643	30.7	13.2	121
SOUTH	56777	8458	26.3	14.9	78	1824	28.0	3.2	83	1758	24.3	3.1	72	4876	26.5	8.6	78
WEST	31303	6412	19.9	20.5	107	1089	16.7	3.5	90	1589	22.0	5.1	118	3734	20.3	11.9	109
NORTHEAST-MKTG.	38125	7384	23.0	19.4	101	1654	25.4	4.3	112	1727	23.9	4.5	105	4004	21.8	10.5	96
EAST CENTRAL	24794	5789	18.0	23.3	122	1064	16.3	4.3	110	1207	16.7	4.9	113	3518	19.1	14.2	129
WEST CENTRAL	28511	6438	20.0	22.6	118	1189	18.2	4.2	107	1530	21.2	5.4	124	3720	20.2	13.0	119
SOUTH	48953	7269	22.6	14.8	77	1612	24.7	3.3	85	1537	21.2	3.1	73	4119	22.4	8.4	77
PACIFIC	27344	5277	16.4	19.3	101	997	15.3	3.6	94	1233	17.0	4.5	105	3047	16.6	11.1	102
COUNTY SIZE A	69301	13829	43.0	20.0	104	3027	46.5	4.4	112	3189	44.1	4.6	107	7613	41.4	11.0	100
COUNTY SIZE B	50633	10144	31.5	20.0	104	1824	28.0	3.6	93	2323	32.1	4.6	106	5998	32.6	11.8	108
COUNTY SIZE C	26259	5062	15.7	19.3	101	855	13.1	3.3	84	1210	16.7	4.6	107	2997	16.3	11.4	104
COUNTY SIZE D	21534	3122	9.7	14.5	76	810	12.4	3.8	97	*512	7.1	2.4	55	1800	9.8	8.4	76
METRO CENTRAL CITY	50014	9933	30.9	19.9	104	2221	34.1	4.4	114	2301	31.8	4.6	107	5411	29.4	10.8	99
METRO SUBURBAN	76832	15583	48.5	20.3	106	2945	45.2	3.8	99	3622	50.1	4.7	109	9016	49.0	11.7	107
NON METRO	40881	6641	20.7	16.2	85	1349	20.7	3.3	85	1311	18.1	3.2	74	3981	21.6	9.7	89
TOP 5 ADI'S	39550	7762	24.1	19.6	102	1902	29.2	4.8	124	1839	25.4	4.6	108	4021	21.8	10.2	93
TOP 10 ADI'S	54877	10389	32.3	18.9	99	2426	37.2	4.4	114	2494	34.5	4.5	105	5469	29.7	10.0	91
TOP 20 ADI'S	77516	15118	47.0	19.5	102	3355	51.5	4.3	111	3395	46.9	4.4	102	8368	45.5	10.8	98
HSHLD INC. \$50,000 OR MORE	17257	3758	11.7	21.8	114	*570	8.7	3.3	85	838	11.6	4.9	113	2350	12.8	13.6	124
\$40,000 OR MORE	33235	6954	21.6	20.9	109	1002	15.4	3.0	78	1709	23.6	5.1	119	4243	23.0	12.8	116
\$30,000 OR MORE	59693	12812	39.8	21.5	112	1994	30.6	3.3	86	2954	40.8	4.9	115	7863	42.7	13.2	120
\$25,000 OR MORE	76275	16453	51.2	21.6	113	2620	40.2	3.4	88	3779	52.2	5.0	115	10054	54.6	13.2	120
\$20,000 - \$24,999	18607	3976	12.4	21.4	111	1056	16.2	5.7	146	707	9.8	3.8	88	2213	12.0	11.9	108
\$15,000 - \$19,999	17175	3313	10.3	19.3	101	747	11.5	4.3	112	701	9.7	4.1	95	1865	10.1	10.9	99
\$10,000 - \$14,999	24569	4523	14.1	18.4	96	1227	18.8	5.0	129	838	11.6	3.4	79	2458	13.4	10.0	91
UNDER \$10,000	31101	3893	12.1	12.5	65	867	13.3	2.8	72	1208	16.7	3.9	90	1818	9.9	5.8	53
HOUSEHOLD OF 1 PERSON	19441	3032	9.4	15.6	81	705	10.8	3.6	93								

			TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL ADULTS			167727	32157	100.0	19.2	100	6516	100.0	3.9	100	7233	100.0	4.3	100	18408	100.0	11.0	100
MAGAZINES	QUINTILE 1	34022	8267	25.7	24.3	127	1445	22.2	4.2	109	1774	24.5	5.2	121	5049	27.4	14.8	135	
	QUINTILE 2	34800	7183	22.3	20.6	108	1390	21.3	4.0	103	1548	21.4	4.4	103	4245	23.1	12.2	111	
	QUINTILE 3	30514	6010	18.7	19.7	103	1198	18.4	3.9	101	1272	17.6	4.2	97	3540	19.2	11.6	106	
	QUINTILE 4	33324	6023	18.7	18.1	94	1295	19.9	3.9	100	1345	18.6	4.0	94	3384	18.4	10.2	93	
	QUINTILE 5	35066	4673	14.5	13.3	70	1189	18.2	3.4	87	1294	17.9	3.7	86	2191	11.9	6.2	57	
NEWSPAPERS	QUINTILE 1	29107	6592	20.5	22.6	118	1264	19.4	4.3	112	1616	22.3	5.6	129	3712	20.2	12.8	116	
	QUINTILE 2	49095	9921	30.9	20.2	105	2083	32.0	4.2	109	2040	28.2	4.2	96	5798	31.5	11.8	108	
	QUINTILE 3	23107	4561	14.2	19.7	103	953	14.6	4.1	106	949	13.1	4.1	95	2659	14.4	11.5	105	
	QUINTILE 4	33556	5932	18.4	17.7	92	952	14.6	2.8	73	1389	19.2	4.1	96	3591	19.5	10.7	98	
	QUINTILE 5	32863	5152	16.0	15.7	82	1264	19.4	3.8	99	1240	17.1	3.8	87	2648	14.4	8.1	73	
OUTDOOR	QUINTILE 1	33431	7108	22.1	21.3	111	1324	20.3	4.0	102	1567	21.7	4.7	109	4218	22.9	12.6	115	
	QUINTILE 2	33478	7170	22.3	21.4	112	1349	20.7	4.0	104	1559	21.6	4.7	108	4262	23.2	12.7	116	
	QUINTILE 3	33574	6353	19.8	18.9	99	1250	19.2	3.7	96	1418	19.6	4.2	98	3685	20.0	11.0	100	
	QUINTILE 4	33935	6011	18.7	17.7	92	1192	18.3	3.5	90	1479	20.4	4.4	101	3340	18.1	9.8	90	
	QUINTILE 5	33310	5514	17.1	16.6	86	1401	21.5	4.2	108	1209	16.7	3.6	84	2904	15.8	8.7	79	
RADIO-DRIVE TIME	QUINTILE 1	33136	6562	20.4	19.8	103	1177	18.1	3.6	91	1637	22.6	4.9	115	3748	20.4	11.3	103	
	QUINTILE 2	31658	6779	21.1	21.4	112	1387	21.3	4.4	113	1474	20.4	4.7	108	3919	21.3	12.4	113	
	QUINTILE 3	32541	6179	19.2	19.0	99	1087	16.7	3.3	86	1325	18.3	4.1	94	3767	20.5	11.6	105	
	QUINTILE 4	34247	6923	21.5	20.2	105	1630	25.0	4.8	123	1554	21.5	4.5	105	3739	20.3	10.9	99	
	QUINTILE 5	36144	5715	17.8	15.8	82	1236	19.0	3.4	88	1243	17.2	3.4	80	3235	17.6	9.0	82	
RADIO-MID- DAY	TERCILE 1	45037	9048	28.1	20.1	105	1880	28.9	4.2	107	2049	28.3	4.5	106	5119	27.8	11.4	104	
	TERCILE 2	44819	8589	26.7	19.2	100	1659	25.5	3.7	95	2079	28.7	4.6	108	4851	26.4	10.8	99	
	TERCILE 3	77872	14520	45.2	18.6	97	2976	45.7	3.8	98	3105	42.9	4.0	92	8439	45.8	10.8	99	
RADIO-TOTAL	QUINTILE 1	33763	6870	21.4	20.3	106	1383	21.2	4.1	105	1598	22.1	4.7	110	3889	21.1	11.5	105	
	QUINTILE 2	33240	6466	20.1	19.5	101	1129	17.3	3.4	87	1662	23.0	5.0	116	3675	20.0	11.1	101	
	QUINTILE 3	33408	6965	21.7	20.8	109	1461	22.4	4.4	113	1444	20.0	4.3	100	4059	22.1	12.1	111	
	QUINTILE 4	34792	6587	20.5	18.9	99	1293	19.8	3.7	96	1434	19.8	4.1	96	3859	21.0	11.1	101	
	QUINTILE 5	32524	5270	16.4	16.2	85	1250	19.2	3.8	99	1094	15.1	3.4	78	2926	15.9	9.0	82	
TV-PRIME TIME	QUINTILE 1	33090	5737	17.8	17.3	90	1220	18.7	3.7	95	1249	17.3	3.8	88	3268	17.8	9.9	90	
	QUINTILE 2	33357	7048	21.9	21.1	110	1445	22.2	4.3	112	1412	19.5	4.2	98	4191	22.8	12.6	114	
	QUINTILE 3	33980	7076	22.0	20.8	109	1532	23.5	4.5	116	1606	22.2	4.7	110	3939	21.4	11.6	106	
	QUINTILE 4	33854	6690	20.8	19.8	103	1184	18.2	3.5	90	1524	21.1	4.5	104	3983	21.6	11.8	107	
	QUINTILE 5	33444	5606	17.4	16.8	87	1135	17.4	3.4	87	1443	20.0	4.3	100	3028	16.4	9.1	82	
TV-DAYTIME	TERCILE 1	49121	8258	25.7	16.8	88	1846	28.3	3.8	97	1848	25.5	3.8	87	4563	24.8	9.3	85	
	TERCILE 2	48823	9739	30.3	19.9	104	2103	32.3	4.3	111	2030	28.1	4.2	96	5607	30.5	11.5	105	
	TERCILE 3	69782	14161	44.0	20.3	106	2567	39.4	3.7	95	3356	46.4	4.8	112	8238	44.8	11.8	108	
TV-TOTAL	QUINTILE 1	33584	5871	18.3	17.5	91	1364	20.9	4.1	105	1367	18.9	4.1	94	3140	17.1	9.3	85	
	QUINTILE 2	33441	6407	19.9	19.2	100	1341	20.6	4.0	103	1384	19.1	4.1	96	3683	20.0	11.0	100	
	QUINTILE 3	33505	6746	21.0	20.1	105	1527	23.4	4.6	117	1345	18.6	4.0	93	3874	21.0	11.6	105	
	QUINTILE 4	33466	7030	21.9	21.0	110	1242	19.1	3.7	96	1684	23.3	5.0	117	4104	22.3	12.3	112	
	QUINTILE 5	33731	6104	19.0	18.1	94	1043	16.0	3.1	80	1454	20.1	4.3	100	3607	19.6	10.7	97	
MAGAZINES-NEWSPAPERS: DUAL			44503	10255	31.9	23.0	120	2075	31.8	4.7	120	2044	28.3	4.6	107	6136	33.3	13.8	126
MAGAZINE IMPERATIVE			39363	7862	24.4	20.0	104	1342	20.6	3.4	88	1711	23.7	4.3	101	4810	26.1	12.2	111
NEWSPAPER IMPERATIVE			46441	8535	26.5	18.4	96	1817	27.9	3.9	101	2131	29.5	4.6	106	4586	24.9	9.9	90
MAGAZINES-OUTDOOR: DUAL			33726	7775	24.2	23.1	120	1254	19.2	3.7	96	1674	23.1	5.0	115	4847	26.3	14.4	131
MAGAZINE IMPERATIVE			52846	10951	34.1	20.7	108	2299	35.3	4.4	112	2343	32.4	4.4	103	6309	34.3	11.9	109
OUTDOOR IMPERATIVE			52140	9522	29.6	18.3	95	2114	32.4	4.1	104	2050	28.3	3.9	91	5358	29.1	10.3	94
MAGAZINES-RADIO: DUAL			37081	8050	25.0	21.7	113	1556	23.9	4.2	108	1853	25.6	5.0	116	4641	25.2	12.5	114
MAGAZINE IMPERATIVE			49747	10926	34.0	22.0	115	2043	31.4	4.1	106	2150	29.7	4.3	100	6734	36.6	13.5	123
RADIO IMPERATIVE			49208	8721	27.1	17.7	92	1758	27.0	3.6	92	2133	29.5	4.3	101	4829	26.2	9.8	89
MAGAZINES-TELEVISION: DUAL			33103	7302	22.7	22.1	115	1560	23.9	4.7	121	1497	20.7	4.5	105	4244	23.1	12.8	117
MAGAZINE IMPERATIVE			54575	11853	36.9	21.7	113	1971	30.2	3.6	93	2523	34.9	4.6	107	7359	40.0	13.5	123
TELEVISION IMPERATIVE			53249	8378	26.1	15.7	82	1987	30.5	3.7	96	1926	26.6	3.6	84	4465	24.3	8.4	76
NEWSPAPERS-OUTDOOR: DUAL			36255	8236	25.6	22.7	118	1466	22.5	4.0	104	1914	26.5	5.3	122	4856	26.4	13.4	122
NEWSPAPER IMPERATIVE			55591	10774	33.5	19.4	101	2425	37.2	4.4	112	2280	31.5	4.1	95	6070	33.0	10.9	99
OUTDOOR IMPERATIVE			48319	9004	28.0	18.6	97	1846	28.3	3.8	98	1854	25.6	3.8	89	5305	28.8	11.0	100
NEWSPAPERS-RADIO: DUAL			37242	7656	23.8	20.6	107	1640	25.2	4.4	113	1786	24.7	4.8	111	4230	23.0	11.4	103
NEWSPAPER IMPERATIVE			54423	11473	35.7	21.1	110	2280	35.0	4.2	108	2349	32.5	4.3	100	6844	37.2	12.6	115
RADIO IMPERATIVE			46650	8796	27.4	18.9	98	1599	24.5	3.4	88	2054	28.4	4.4	102	5142	27.9	11.0	100
NEWSPAPERS-TELEVISION: DUAL			35974	7426	23.1	20.6	108	1670	25.6	4.6	119	1659	22.9	4.6	107	4097	22.3	11.4	104
NEWSPAPER IMPERATIVE			56095	11769	36.6	21.0	109	2177	33.4	3.9	100	2583	35.7	4.6	107	7010	38.1	12.5	114
TELEVISION IMPERATIVE			47170	7806	24.3	16.5	86	1709	26.2	3.6	93	1607	22.2	3.4	79	4490	24.4	9.5	87
OUTDOOR-RADIO: DUAL			33748	7069	22.0	20.9	109	1276	19.6	3.8	97	1513	<						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	32157	100.0	19.2	100	6516	100.0	3.9	100	7233	100.0	4.3	100	18408	100.0	11.0	100
ATLANTIC MONTHLY	867	249	0.8	28.7	150	**22	0.3	2.5	65	**62	0.9	7.2	166	*165	0.9	19.0	173
BARRON'S	1580	526	1.6	33.3	174	**48	0.7	3.0	78	*133	1.8	8.4	195	*344	1.9	21.8	198
BETTER HOMES & GARDENS	22203	4690	14.6	21.1	110	847	13.0	3.8	98	956	13.2	4.3	100	2887	15.7	13.0	118
BON APPETIT	3810	798	2.5	20.9	109	*151	2.3	4.0	102	*117	1.6	3.1	71	530	2.9	13.9	127
BUSINESS WEEK	4663	1029	3.2	22.1	115	*119	1.8	2.6	66	283	3.9	6.1	141	628	3.4	13.5	123
CAR AND DRIVER	3102	870	2.7	28.0	146	**123	1.9	4.0	102	*240	3.3	7.7	179	506	2.7	16.3	149
CBS MAGAZINE NETWORK (GROSS)	7311	1789	5.6	24.5	128	386	5.9	5.3	136	448	6.2	6.1	142	955	5.2	13.1	119
CHANGING TIMES	3400	868	2.7	25.5	133	*98	1.5	2.9	74	*175	2.4	5.1	119	595	3.2	17.4	159
COLONIAL HOMES	1796	364	1.1	20.3	106	**75	1.2	4.2	107	*31	0.4	1.7	40	*258	1.4	14.4	131
CONDE NAST MAG. PKG. (GROSS)	19924	3718	11.6	18.7	97	546	8.4	2.7	71	637	8.8	3.2	74	2535	13.8	12.7	116
CONSUMERS DIGEST	3125	869	2.7	27.8	145	*123	1.9	3.9	101	*173	2.4	5.5	128	573	3.1	18.3	167
COSMOPOLITAN	10577	2269	7.1	21.5	112	329	5.0	3.1	80	356	4.9	3.4	78	1584	8.6	15.0	136
COUNTRY LIVING	3746	898	2.8	24.0	125	*157	2.4	4.2	108	*200	2.8	5.3	124	541	2.9	14.4	132
CUISINE	2214	553	1.7	25.0	130	**85	1.3	3.8	99	*85	1.2	3.8	89	384	2.1	17.3	158
CYCLE WORLD	2394	545	1.7	22.8	119	*143	2.2	6.0	154	*130	1.8	5.4	126	*272	1.5	11.4	104
DCI:CREATIVE IDEAS FOR LIV	3068	563	1.8	18.4	96	*276	1.2	2.5	64	**97	1.3	3.2	73	390	2.1	12.7	116
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1634	5.1	17.1	89	*83	4.3	3.0	76	285	3.9	3.0	69	1067	5.8	11.2	102
DISCOVER	2277	586	1.8	25.7	134	*122	1.9	5.4	138	*116	1.6	5.1	118	348	1.9	15.3	139
EBONY	7187	1326	4.1	18.4	96	325	5.0	4.5	116	356	4.9	5.0	115	645	3.5	9.0	82
ESQUIRE	2560	528	1.6	20.6	108	*93	1.4	3.6	94	*107	1.5	4.2	97	329	1.8	12.9	117
ESSENCE	3242	630	2.0	19.4	101	*131	2.0	4.0	104	*202	2.8	6.2	144	297	1.6	9.2	83
FAMILY CIRCLE	19639	3707	11.5	18.9	98	667	10.2	3.4	87	782	10.8	4.0	92	2259	12.3	11.5	105
THE FAMILY HANDYMAN	3540	1009	3.1	28.5	149	*151	2.3	4.3	110	274	3.8	7.7	179	583	3.2	16.5	150
FAMILY WEEKLY	23924	4634	14.4	19.4	101	890	13.7	3.7	96	1150	15.9	4.8	111	2595	14.1	10.8	99
FIELD & STREAM	9883	2278	7.1	23.0	120	402	6.2	4.1	105	573	7.9	5.8	134	1303	7.1	13.2	120
FOOD & WINE	1030	259	0.8	25.1	131	**46	0.7	4.5	115	*31	0.4	3.0	70	*182	1.0	17.7	161
FORBES	2679	812	2.5	30.3	158	*106	1.6	4.0	102	*166	2.3	6.2	144	541	2.9	20.2	184
FORTUNE	2931	829	2.6	28.3	148	*75	1.2	2.6	66	*126	1.7	4.3	100	628	3.4	21.4	195
GENTLEMEN'S QUARTERLY	3481	867	2.7	24.9	130	*123	1.9	3.5	91	*208	2.9	6.0	139	537	2.9	15.4	141
GLAMOUR	7163	1344	4.2	18.8	98	*182	2.8	2.5	65	283	3.9	4.0	92	879	4.8	12.3	112
GOLF DIGEST	2355	763	2.4	32.4	169	*148	2.3	6.3	162	*160	2.2	6.8	158	455	2.5	19.3	176
GOLF DIGEST/TENNIS (GROSS)	3610	1084	3.4	30.0	157	*189	2.9	5.2	135	227	3.1	6.3	146	667	3.6	18.5	168
GOLF MAGAZINE	2046	557	1.7	27.2	142	*128	2.0	6.3	161	*144	2.0	7.0	163	284	1.5	13.9	126
GOLF MAGAZINE/SKI (GROSS)	3547	954	3.0	26.9	140	*209	3.2	5.9	152	256	3.5	7.2	167	489	2.7	13.8	126
GOOD HOUSEKEEPING	20353	3944	12.3	19.4	101	513	7.9	2.5	65	944	13.1	4.6	108	2487	13.5	12.2	111
HARPER'S BAZAAR	3362	600	1.9	17.8	93	*77	1.2	2.3	59	*118	1.6	3.5	81	404	2.2	12.0	109
HEALTH	2987	661	2.1	22.1	115	*69	1.1	2.3	59	*202	2.8	6.8	157	389	2.1	13.0	119
HEARST MAG CORP. BUY (GROSS)	67928	14699	45.7	21.6	113	2172	33.3	3.2	82	3075	42.5	4.5	105	9452	51.3	13.9	127
HEARST MAN POWER (GROSS)	11282	3057	9.5	27.1	141	520	8.0	4.6	119	731	10.1	6.5	150	1805	9.8	16.0	146
HEARST WOMAN POWER (GROSS)	40514	8149	25.3	20.1	105	1131	17.4	2.8	72	1649	22.8	4.1	94	5369	29.2	13.3	121
HOUSE BEAUTIFUL	4885	1045	3.2	21.4	112	*151	2.3	3.1	80	*215	3.0	4.4	102	679	3.7	13.9	127
INC.	1308	404	1.3	30.9	161	*71	1.1	5.4	140	*72	1.0	5.5	128	*262	1.4	20.0	183
JET	6498	1450	4.5	22.3	116	327	5.0	5.0	130	348	4.8	5.4	124	775	4.2	11.9	109
LADIES' HOME JOURNAL	14797	3026	9.4	20.5	107	505	7.8	3.4	88	553	7.6	3.7	87	1969	10.7	13.3	121
LHJ FAMILY GRP COMBO(GROSS)	21743	4707	14.6	21.6	113	722	11.1	3.3	85	888	12.3	4.1	95	3096	16.8	14.2	130
LIFE	9881	2175	6.8	22.0	115	453	7.0	4.6	118	397	5.5	4.0	93	1325	7.2	13.4	122
L.A. TIMES HOME MAGAZINE	2775	539	1.7	19.4	101	*86	1.3	3.1	80	*77	1.1	2.8	64	377	2.0	13.6	124
MADEMOISELLE	4219	730	2.3	17.3	90	*119	1.8	2.8	73	*114	1.6	2.7	63	497	2.7	11.8	107
MC CALL'S	16422	3176	9.9	19.3	101	511	7.8	3.1	80	609	8.4	3.7	86	2056	11.2	12.5	114
MC CALL'S/MRK MOTHER (GROSS)	17919	3526	11.0	19.7	103	596	9.1	3.3	86	685	9.5	3.8	89	2245	12.2	12.5	114
MECHANIX ILLUSTRATED	4433	1218	3.8	27.5	143	*203	3.1	4.6	118	296	4.1	6.7	155	719	3.9	16.2	148
METROPOLITAN HOME	1504	348	1.1	23.1	121	*71	1.1	4.7	122	*52	0.7	3.5	80	*224	1.2	14.9	136
MONEY	4723	1336	4.2	28.3	148	*199	3.1	4.2	108	313	4.3	6.6	154	824	4.5	17.4	159
MOTHER EARTH NEWS	2325	618	1.9	26.6	139	*155	2.4	6.7	172	*112	1.5	4.8	112	350	1.9	15.1	137
MS.	1189	326	1.0	27.4	143	*17	0.3	1.4	37	*79	1.1	6.6	154	*230	1.2	19.3	176
NATIONAL ENQUIRER	18892	3613	11.2	19.1	100	791	12.1	4.2	108	822	11.4	4.4	101	2000	10.9	10.6	96
NATIONAL GEOGRAPHIC	22129	5241	16.3	23.7	124	932	14.3	4.2	108	960	13.3	4.3	101	3349	18.2	15.1	138
NATIONAL SUNDAY MAGAZINE PKG	103750	21788	67.8	21.0	110	4171	64.0	4.0	103	4777	66.0	4.6	107	12841	69.8	12.4	113
NATURAL HISTORY	1379	367	1.1	26.6	139	*22	0.3	1.6	41	*80	1.1	5.8	135	*264	1.4	19.1	174
NEW WOMAN	2289	448	1.4	19.6	102	*49	0.8	2.1	55	*32	0.4	1.4	32	366	2.0	16.0	146
NEW YORK INCLUDING CUE	1088	*212	0.7	19.5	102	*23	0.4	2.1	54	*51	0.7	4.7	109	*138	0.7	12.7	116
THE NEW YORKER	2459	618	1.9	25.1	131	*78	1.2	3.2	82	*123	1.7	5.0	116	418	2.3	17.0	155
NEWSWEEK	16527	4003	12.4	24.2	126	735	11.3	4.4	114	872	12.1	5.3	122	2395	13.0	14.5	132
THE N.Y. TIMES DAILY EDITION	2739	609	1.9	22.2	116	*85	1.3	3.1	80	220	3.0	8.0	186	305	1.7	11.1	101
THE N.Y. TIMES MAGAZINE	4443	901	2.8	20.3	106	*109	1.7	2.5	63	284	3.9	6.4	148	509	2.8	11.5	104
OMNI	2799	751	2.3	26.8	140	*145	2.2	5.2	133	*105	1.5	3.8	87	500	2.7	17.9	163
ON CABLE	2209	663	2.1	30.0	157	*134	2.1	6.1	156	*100	1.4	4.5	105	429	2.3	19.4	177
1001 HOME IDEAS	3959	1020	3.2	25.8	134	*148	2.3	3.7	96	*133	1.8	3.4	78	738	4.0	18.6	170
ORGANIC GARDENING	3111	647	2.0	20.8	108	*102	1.6	3.3	84	*155	2.1	5.0	116	389	2.1	12.5	114
OUTDOOR LIFE	5024	1364	4.2	27.1	142	230	3.5	4.6	118	335	4.6	6.7	155	799	4.3	15.9	145
PARADE MAGAZINE	51292	11030	34.3	21.5	112	2267	34.8	4.4	114	2479	34.3	4.8	112	6284	34.1	12.3	112

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	32157	100.0	19.2	100	6516	100.0	3.9	100	7233	100.0	4.3	100	18408	100.0	11.0	100
PARENTS	5298	1212	3.8	22.9	119	**103	1.6	1.9	50	*269	3.7	5.1	118	840	4.6	15.9	144
PENTHOUSE	5129	1841	5.7	35.9	187	405	6.2	7.9	203	404	5.6	7.9	183	1032	5.6	20.1	183
PEOPLE	21070	4728	14.7	22.4	117	865	13.3	4.1	106	1014	14.0	4.8	112	2849	15.5	13.5	123
PLAYBOY	10562	2990	9.3	28.3	148	543	8.3	5.1	132	749	10.4	7.1	164	1698	9.2	16.1	146
POPULAR HOT RODDING	2498	771	2.4	30.9	161	**184	2.8	7.4	190	**148	2.0	5.9	137	439	2.4	17.6	160
POPULAR MECHANICS	5887	1481	4.6	25.2	131	246	3.8	4.2	108	366	5.1	6.2	144	869	4.7	14.8	134
POPULAR SCIENCE	4317	1247	3.9	28.9	151	*210	3.2	4.9	125	294	4.1	6.8	158	742	4.0	17.2	157
PREVENTION	5792	1012	3.1	17.5	91	*195	3.0	3.4	87	246	3.4	4.2	98	570	3.1	9.8	90
PSYCHOLOGY TODAY	3284	763	2.4	23.2	121	**121	1.9	3.7	95	*152	2.1	4.6	107	491	2.7	15.0	136
READER'S DIGEST	40046	7906	24.6	19.7	103	1658	25.4	4.1	107	1916	26.5	4.8	111	4333	23.5	10.8	99
REDBOOK	9584	1937	6.0	20.2	105	289	4.4	3.0	78	349	4.8	3.6	84	1299	7.1	13.6	123
ROAD & TRACK	2590	650	2.0	25.1	131	*153	2.3	5.9	152	*192	2.7	7.4	172	*305	1.7	11.8	107
ROLLING STONE	3302	929	2.9	28.1	147	*229	3.5	6.9	179	*276	3.8	8.4	194	425	2.3	12.9	117
RUNNER'S WORLD	1229	*313	1.0	25.5	133	**119	1.8	9.7	249	*225	0.3	2.0	47	*169	0.9	13.8	125
SATURDAY EVENING POST	2110	481	1.5	22.8	119	**68	1.0	3.2	83	*95	1.3	4.5	104	318	1.7	15.1	137
SCIENCE 84	1543	479	1.5	31.0	162	**85	1.3	5.5	142	**116	1.6	7.5	174	*278	1.5	18.0	164
SCIENCE DIGEST	1747	405	1.3	23.2	121	**50	0.8	2.9	74	*91	1.3	5.2	121	*264	1.4	15.1	138
SCIENTIFIC AMERICAN	1994	541	1.7	27.1	142	**62	1.0	3.1	80	**104	1.4	5.2	121	375	2.0	18.8	171
SELF	3119	702	2.2	22.5	117	**94	1.4	3.0	78	**86	1.2	2.8	64	522	2.8	16.7	152
SEVENTEEN	3923	590	1.8	15.0	78	**98	1.5	2.5	64	**113	1.6	2.9	67	379	2.1	9.7	88
SKI	1501	398	1.2	26.5	138	**81	1.2	5.4	139	**112	1.5	7.5	173	*205	1.1	13.7	124
SMITHSONIAN	5976	1476	4.6	24.7	129	205	3.1	3.4	88	391	5.4	6.5	152	881	4.8	14.7	134
SOAP OPERA DIGEST	4228	810	2.5	19.2	100	*120	1.8	2.8	73	*203	2.8	4.8	111	487	2.6	11.5	105
SOUTHERN LIVING	6488	1071	3.3	16.5	86	*207	3.2	3.2	82	*188	2.6	2.9	67	676	3.7	10.4	95
SPORT	3500	968	3.0	27.7	144	*233	3.6	6.7	171	*209	2.9	6.0	138	527	2.9	15.1	137
THE SPORTING NEWS	2456	601	1.9	24.5	128	**145	2.2	5.9	152	**145	2.0	5.9	137	311	1.7	12.7	115
SPORTS AFIELD	3648	1171	3.6	32.1	167	*224	3.4	6.1	158	275	3.8	7.5	175	672	3.7	18.4	168
SPORTS ILLUSTRATED	14484	3705	11.5	25.6	133	759	11.6	5.2	135	800	11.1	5.5	128	2146	11.7	14.8	135
STAR	12661	2371	7.4	18.7	98	632	9.7	5.0	128	482	6.7	3.8	88	1258	6.8	9.9	91
SUNDAY	52799	11996	37.3	22.7	119	2375	36.4	4.5	116	2436	33.7	4.6	107	7185	39.0	13.6	124
SUNSET	3513	905	2.8	25.8	134	**81	1.2	2.3	59	**197	2.7	5.6	130	627	3.4	17.8	163
TV GUIDE	42766	8075	25.1	18.9	98	1548	23.8	3.6	93	1695	23.4	4.0	92	4832	26.2	11.3	103
TENNIS	1254	321	1.0	25.6	134	**42	0.6	3.3	86	**68	0.9	5.4	126	*212	1.2	16.9	154
TIME	22054	5364	16.7	24.3	127	1006	15.4	4.6	117	1019	14.1	4.6	107	3339	18.1	15.1	138
TOWN & COUNTRY	1555	350	1.1	22.5	117	**32	0.5	2.1	53	**64	0.9	4.1	95	*254	1.4	16.3	149
TRAVEL & LEISURE	2173	687	2.1	31.6	165	**106	1.6	4.9	126	**115	1.6	5.3	123	466	2.5	21.4	195
TRUE STORY	4636	826	2.6	17.8	93	*138	2.1	3.0	77	*240	3.3	5.2	120	448	2.4	9.7	88
U.S. NEWS & WORLD REPORT	10353	2378	7.4	23.0	120	375	5.8	3.6	93	620	8.6	6.0	139	1384	7.5	13.4	122
USA TODAY	4994	1161	3.6	23.2	121	*164	2.5	3.3	85	222	3.1	4.4	103	775	4.2	15.5	141
US	3528	998	3.1	28.3	148	*177	2.7	5.0	129	*180	2.5	5.1	118	641	3.5	18.2	166
VOGUE	5424	941	2.9	17.3	90	*151	2.3	2.8	72	*153	2.1	2.8	65	637	3.5	11.7	107
WALL STREET JOURNAL	6292	1625	5.1	25.8	135	257	3.9	4.1	105	369	5.1	5.9	136	999	5.4	15.9	145
WEIGHT WATCHERS	2762	648	2.0	23.5	122	**67	1.0	2.4	62	*130	1.8	4.7	109	450	2.4	16.3	148
WOMAN'S DAY	16320	2850	8.9	17.5	91	453	7.0	2.8	71	635	8.8	3.9	90	1763	9.6	10.8	98
WORKING MOTHER	1496	350	1.1	23.4	122	**85	1.3	5.7	146	**76	1.1	5.1	118	*190	1.0	12.7	116
WORKING WOMAN	1851	446	1.4	24.1	126	**84	1.3	4.5	117	**69	1.0	3.7	86	*293	1.6	15.8	144
WORLD TENNIS	580	**158	0.5	27.2	142	**23	0.4	4.0	102	**54	0.7	9.3	216	**81	0.4	14.0	127
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3445	10.7	27.8	145	470	7.2	3.8	97	830	11.5	6.7	155	2145	11.7	17.3	157
BLAIR INSERTS	91671	19629	61.0	21.4	112	3753	57.6	4.1	105	4320	59.7	4.7	109	11557	62.8	12.6	115
DAILY NEWSPAPERS																	
READ ANY	109190	22100	68.7	20.2	106	4576	70.2	4.2	108	4995	69.1	4.6	106	12529	68.1	11.5	105
READ ONE	89587	17688	55.0	19.7	103	3729	57.2	4.2	107	3950	54.6	4.4	102	10009	54.4	11.2	102
READ TWO OR MORE	19602	4413	13.7	22.5	117	847	13.0	4.3	111	1045	14.4	5.3	124	2521	13.7	12.9	117
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	22691	70.6	20.7	108	4318	66.3	3.9	101	4984	68.9	4.5	105	13389	72.7	12.2	111
READ ONE	95074	19397	60.3	20.4	106	3749	57.5	3.9	102	4242	58.6	4.5	103	11406	62.0	12.0	109
READ TWO OR MORE	14588	3294	10.2	22.6	118	569	8.7	3.9	100	741	10.2	5.1	118	1983	10.8	13.6	124
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	28.80	30.64				29.14				30.14				31.37			
30 DAY REACH	149706	29297	91.1	19.6	102	5860	89.9	3.9	101	6683	92.4	4.5	104	16754	91.0	11.2	102
50 SHHG - 30 DAY AV FREQ	15.16	16.02				15.47				15.79				16.31			
30 DAY REACH	142406	28060	87.3	19.7	103	5548	85.1	3.9	100	6385	88.3	4.5	104	16127	87.6	11.3	103
25 SHHG - 30 DAY AV FREQ	8.23	8.72				8.73				8.67				8.73			
30 DAY REACH	131152	25805	80.2	19.7	103	4907	75.3	3.7	96	5807	80.3	4.4	103	15091	82.0	11.5	105
CABLE TV: HOME WIRED	66879	13994	43.5	20.9	109	2413	37.0	3.6	93	3070	42.4	4.6	106	8512	46.2	12.7	116
HOME NOT WIRED	100848	18163	56.5	18.0	94	4103	63.0	4.1	105	4163	57.6	4.1	96	9896	53.8	9.8	89
HAVE PAY CABLE	35024	8206	25.5	23.4	122	1412	21.7	4.0	104	1732	23.9	4.9	115	5061	27.5	14.5	132

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	18497	100.0	23.3	100	3991	100.0	5.0	100	4636	100.0	5.8	100	9869	100.0	12.5	100
HOUSEHOLD HEADS	66405	15320	82.8	23.1	99	3172	79.5	4.8	95	3952	85.2	6.0	102	8195	83.0	12.3	99
18 - 24	13945	3476	18.8	24.9	107	861	21.6	6.2	123	835	18.0	6.0	102	1780	18.0	12.8	103
25 - 34	19334	4862	26.3	25.1	108	926	23.2	4.8	95	1239	26.7	6.4	110	2697	27.3	13.9	112
35 - 44	14196	3763	20.3	26.5	114	650	16.3	4.6	91	789	17.0	5.6	95	2324	23.5	16.4	131
45 - 54	10896	2471	13.4	22.7	97	551	13.8	5.1	100	679	14.6	6.2	107	1241	12.6	11.4	91
55 - 64	10378	2190	11.8	21.1	90	500	12.5	4.8	96	644	13.9	6.2	106	1046	10.6	10.1	81
65 OR OLDER	10514	1734	9.4	16.5	71	503	12.6	4.8	95	450	9.7	4.3	73	781	7.9	7.4	60
18 - 34	33279	8338	45.1	25.1	107	1787	44.8	5.4	107	2074	44.7	6.2	107	4477	45.4	13.5	108
18 - 49	52904	13278	71.8	25.1	108	2728	68.4	5.2	102	3216	69.4	6.1	104	7333	74.3	13.9	111
25 - 54	44426	11096	60.0	25.0	107	2127	53.3	4.8	95	2707	58.4	6.1	104	6262	63.5	14.1	113
35 - 49	19625	4940	26.7	25.2	108	941	23.6	4.8	95	1143	24.7	5.8	100	2856	28.9	14.6	117
50 OR OLDER	26359	5219	28.2	19.8	85	1263	31.6	4.8	95	1420	30.6	5.4	92	2536	25.7	9.6	77
GRADUATED COLLEGE	15982	3701	20.0	23.2	99	797	20.0	5.0	99	834	18.0	5.2	89	2071	21.0	13.0	104
ATTENDED COLLEGE	13629	3824	20.7	28.1	120	621	15.6	4.6	90	952	20.5	7.0	119	2250	22.8	16.5	133
GRADUATED HIGH SCHOOL	28591	7256	39.2	25.4	109	1438	36.0	5.0	100	1822	39.3	6.4	109	3996	40.5	14.0	112
DID NOT GRADUATE HIGH SCHOOL	21061	3717	20.1	17.6	76	1136	28.5	5.4	107	1028	22.2	4.9	83	1553	15.7	7.4	59
EMPLOYED FULL-TIME	52316	12808	69.2	24.5	105	2430	60.9	4.6	92	3327	71.8	6.4	109	7051	71.4	13.5	108
EMPLOYED PART-TIME	4113	988	5.3	24.0	103	**299	7.5	7.3	144	**204	4.4	5.0	85	*485	4.9	11.8	95
NOT EMPLOYED	22834	4701	25.4	20.6	88	1262	31.6	5.5	110	1106	23.9	4.8	83	2333	23.6	10.2	82
PROFESSIONAL/MANAGER	15034	3860	20.9	25.7	110	754	18.9	5.0	100	928	20.0	6.2	106	2178	22.1	14.5	116
TECH/CLERICAL/SALES	11255	2691	14.5	23.9	102	*372	9.3	3.3	66	804	17.3	7.1	122	1515	15.4	13.5	108
PRECISION/CRAFT	11607	2839	15.3	24.5	105	*632	15.8	5.4	108	776	16.7	6.7	114	1430	14.5	12.3	99
OTHER EMPLOYED	18534	4406	23.8	23.8	102	972	24.4	5.2	104	1022	22.0	5.5	94	2413	24.5	13.0	105
SINGLE	19562	4771	25.8	24.4	105	1087	27.2	5.6	110	1287	27.8	6.6	112	2397	24.3	12.3	98
MARRIED	51896	12070	65.3	23.3	100	2395	60.0	4.6	92	2988	64.5	5.8	98	6688	67.8	12.9	104
DIVORCED/SEPARATED/WIDOWED	7804	1656	9.0	21.2	91	509	12.8	6.5	130	362	7.8	4.6	79	785	8.0	10.1	81
PARENTS	25372	6335	34.2	25.0	107	1042	26.1	4.1	82	1441	31.1	5.7	97	3851	39.0	15.2	122
WHITE	69658	16513	89.3	23.7	102	3461	86.7	5.0	99	4142	89.3	5.9	102	8910	90.3	12.8	103
BLACK	7909	1729	9.3	21.9	94	509	12.8	6.4	128	410	8.8	5.2	89	810	8.2	10.2	82
OTHER	1696	**255	1.4	15.0	64	**21	0.5	1.2	25	**84	1.8	5.0	85	**150	1.5	8.8	71
NORTHEAST-CENSUS	17202	4471	24.2	26.0	111	1056	26.5	6.1	122	1100	23.7	6.4	109	2316	23.5	13.5	108
NORTH CENTRAL	20461	5441	29.4	26.6	114	1220	30.6	6.0	118	1299	28.0	6.3	109	2922	29.6	14.3	115
SOUTH	26695	5093	27.5	19.1	82	1206	30.2	4.5	90	1214	26.2	4.5	78	2674	27.1	10.0	80
WEST	14906	3491	18.9	23.4	100	*510	12.8	3.4	68	1023	22.1	6.9	117	1958	19.8	13.1	105
NORTHEAST-MKTG.	17962	4341	23.5	24.2	104	1062	26.6	5.9	117	1069	23.1	6.0	102	2210	22.4	12.3	99
EAST CENTRAL	11741	3246	17.5	27.6	118	763	19.1	6.5	129	713	15.4	6.1	104	1771	17.9	15.1	121
WEST CENTRAL	13518	3638	19.7	26.9	115	678	17.0	5.0	100	1008	21.7	7.5	127	1952	19.8	14.4	116
SOUTH	23168	4440	24.0	19.2	82	1029	25.8	4.4	88	1067	23.0	4.6	79	2344	23.8	10.1	81
PACIFIC	12874	2831	15.3	22.0	94	*459	11.5	3.6	71	780	16.8	6.1	104	1592	16.1	12.4	99
COUNTY SIZE A	32596	7934	42.9	24.3	104	1792	44.9	5.5	109	1924	41.5	5.9	101	4318	42.7	12.9	104
COUNTY SIZE B	23814	5838	31.6	24.5	105	922	23.1	3.9	77	1588	34.3	6.7	114	3228	33.7	14.0	112
COUNTY SIZE C	12663	2894	15.6	22.9	98	*628	15.7	5.0	98	783	16.9	6.2	106	1483	15.0	11.7	94
COUNTY SIZE D	10190	1832	9.9	18.0	77	650	16.3	6.4	127	*341	7.4	3.3	57	841	8.5	8.3	66
METRO CENTRAL CITY	23190	5615	30.4	24.2	104	1163	29.1	5.0	100	1460	31.5	6.3	108	2992	30.3	12.9	104
METRO SUBURBAN	36920	9219	49.8	25.0	107	1803	45.2	4.9	97	2331	50.3	6.3	108	5085	51.5	13.8	111
NON METRO	19152	3663	19.8	19.1	82	1026	25.7	5.4	106	845	18.2	4.4	75	1792	18.2	9.4	75
TOP 5 ADI'S	18703	4510	24.4	24.1	103	1060	26.6	5.7	113	1152	24.8	6.2	105	2299	23.3	12.3	99
TOP 10 ADI'S	26158	6115	33.1	23.4	100	1422	35.6	5.4	108	1598	34.5	6.1	104	3095	31.4	11.8	95
TOP 20 ADI'S	36612	8678	46.9	23.7	102	1950	48.9	5.3	106	2090	45.1	5.7	98	4638	47.0	12.7	102
HSOLD INC. \$50,000 OR MORE	9326	2296	12.4	24.6	105	*406	10.2	4.4	86	529	11.4	5.7	97	1361	13.8	14.6	117
\$40,000 OR MORE	18002	4282	23.1	23.8	102	595	14.9	3.3	66	1184	25.5	6.6	112	2504	25.4	13.9	112
\$30,000 OR MORE	31361	7886	42.6	25.1	108	1255	31.4	4.0	79	2109	45.5	6.7	115	4523	45.8	14.4	116
\$25,000 OR MORE	39858	10043	54.3	25.2	108	1627	40.8	4.1	81	2805	60.5	7.0	120	5611	56.9	14.1	113
\$20,000 - \$24,999	8664	2257	12.2	26.1	112	745	18.7	8.6	171	*360	7.8	4.2	71	1153	11.7	13.3	107
\$15,000 - \$19,999	7964	1965	10.6	24.7	106	441	11.0	5.5	110	*399	8.6	5.0	86	1125	11.4	14.1	113
\$10,000 - \$14,999	11093	2468	13.3	22.2	95	731	18.3	6.6	131	554	11.9	5.0	85	1183	12.0	10.7	86
UNDER \$10,000	11683	1764	9.5	15.1	65	447	11.2	3.8	76	519	11.2	4.4	76	798	8.1	6.8	55
HOUSEHOLD OF 1 PERSON	7453	1524	8.2	20.4	88	357	8.9	4.8	95	488	10.5	6.5	112	679	6.9	9.1	73
2 PEOPLE	24757	5175	28.0	20.9	90	1260	31.6	5.1	101	1417	30.6	5.7	98	2498	25.3	10.1	81
3 OR 4 PEOPLE	32682	8355	45.2	25.6	110	1747	43.8	5.3	106	1863	40.2	5.7	97	4745	48.1	14.5	117
5 OR MORE PEOPLE	14370	3442	18.6	24.0	103	*627	15.7	4.4	87	*868	18.7	6.0	103	1947	19.7	13.5	109
NO CHILD IN HSHLD	46768	10609	57.4	22.7	97	2430	60.9	5.2	103	2954	63.7	6.3	108	5225	52.9	11.2	90
CHILD(REN) UNDER 2 YRS	4799	1166	6.3	24.3	104	**184	4.6	3.8	76	*286	6.2	6.0	102	696	7.1	14.5	116
2 - 5 YEARS	11125	2712	14.7	24.4	104	*440	11.0	4.0	79	*481	10.4	4.3	74	1792	18.2	16.1	129
6 - 11 YEARS	14193	3468	18.7	24.4	105	518	13.0	3.6	72	856	18.5	6.0	103	2094	21.2	14.8	118
12 - 17 YEARS	17402	4181	22.6	24.0	103	931	23.3	5.3	106	852	18.4	4.9	84	2397	24.3	13.8	111
RESIDENCE OWNED	56398	13240	71.6	23.5	101	2587	64.8	4.6	91	3342	72.1	5.9	101	7311	74.1	13.0	104
VALUE: \$50,000 OR MORE	34811	8590	46.4	24.7	106	1534	38.4	4.4	88	2117	45.7	6.1	104	4938	50.0	14.2	114
VALUE: UNDER \$50,000	21587	4650	25.1	21.5	92	1053	26.4	4.9	97	1225	26.4	5.7	97	2373	24.0	11.0	88

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL MALES		79263	18497	100.0	23.3	100	3991	100.0	5.0	100	4636	100.0	5.8	100	9869	100.0	12.5	100
MAGAZINES	QUINTILE 1	16033	4648	25.1	29.0	124	850	21.3	5.3	105	997	21.5	6.2	106	2801	28.4	17.5	140
	QUINTILE 2	15354	3866	20.9	25.2	108	840	21.0	5.5	109	894	19.3	5.8	100	2133	21.6	13.9	112
	QUINTILE 3	15888	3779	20.4	23.8	102	914	22.9	5.8	114	923	19.9	5.8	99	1942	19.7	12.2	98
	QUINTILE 4	17310	3731	20.2	21.6	92	795	19.9	4.6	91	986	21.3	5.7	97	1950	19.8	11.3	90
	QUINTILE 5	14677	2472	13.4	16.8	72	593	14.9	4.0	80	836	18.0	5.7	97	1043	10.6	7.1	57
NEWSPAPERS	QUINTILE 1	15277	4135	22.4	27.1	116	849	21.3	5.6	110	941	20.3	6.2	105	2345	23.8	15.3	123
	QUINTILE 2	22745	5620	30.4	24.7	106	1239	31.0	5.4	108	1306	28.2	5.7	98	3076	31.2	13.5	109
	QUINTILE 3	10692	2481	13.4	23.2	99	576	14.4	5.4	107	607	13.1	5.7	97	1297	13.1	12.1	97
	QUINTILE 4	11646	2741	14.8	23.5	101	*450	11.3	3.9	77	826	17.8	7.1	121	1465	14.8	12.6	101
	QUINTILE 5	18903	3520	19.0	18.6	80	878	22.0	4.6	92	956	20.6	5.1	86	1686	17.1	8.9	72
OUTDOOR	QUINTILE 1	16620	4083	22.1	24.6	105	839	21.0	5.0	100	1098	23.7	6.6	113	2146	21.7	12.9	104
	QUINTILE 2	16377	4164	22.5	25.4	109	857	21.5	5.2	104	976	21.1	6.0	102	2332	23.6	14.2	114
	QUINTILE 3	15995	3755	20.3	23.5	101	804	20.1	5.0	100	930	20.1	5.8	99	2021	20.5	12.6	101
	QUINTILE 4	15592	3266	17.7	20.9	90	663	16.6	4.3	84	850	18.3	5.5	93	1753	17.8	11.2	90
	QUINTILE 5	14679	3228	17.5	22.0	94	828	20.7	5.6	112	783	16.9	5.3	91	1617	16.4	11.0	88
RADIO-DRIVE TIME	QUINTILE 1	15746	3806	20.6	24.2	104	681	17.1	4.3	86	965	20.8	6.1	105	2160	21.9	13.7	110
	QUINTILE 2	15067	4134	22.3	27.4	118	893	22.4	5.9	118	1062	22.9	7.0	121	2180	22.1	14.5	116
	QUINTILE 3	15631	3467	18.7	22.2	95	613	15.4	3.9	78	886	19.1	5.7	97	1968	19.9	12.6	101
	QUINTILE 4	16245	3931	21.3	24.2	104	1021	25.6	6.3	125	989	21.3	6.1	104	1922	19.5	11.8	95
	QUINTILE 5	16573	3159	17.1	19.1	82	784	19.6	4.7	94	735	15.9	4.4	76	1640	16.6	9.9	79
RADIO-MID- DAY	TERCILE 1	21788	5383	29.1	24.7	106	1068	26.8	4.9	97	1398	30.2	6.4	110	2918	29.6	13.4	108
	TERCILE 2	21151	4960	26.8	23.5	100	1188	29.8	5.6	112	1290	27.8	6.1	104	2481	25.1	11.7	94
	TERCILE 3	36323	8154	44.1	22.4	96	1735	43.5	4.8	95	1949	42.0	5.4	92	4470	45.3	12.3	99
RADIO-TOTAL	QUINTILE 1	15977	4016	21.7	25.1	108	791	19.8	5.0	98	988	21.3	6.2	106	2238	22.7	14.0	113
	QUINTILE 2	15923	3934	21.3	24.7	106	739	18.5	4.6	92	1075	23.2	6.8	115	2121	21.5	13.3	107
	QUINTILE 3	14980	3823	20.7	25.5	109	846	21.2	5.6	112	1039	22.4	6.9	119	1939	19.6	12.9	104
	QUINTILE 4	17123	3798	20.5	22.2	95	824	20.6	4.8	96	897	19.3	5.2	90	2076	21.0	12.1	97
	QUINTILE 5	15260	2926	15.8	19.2	82	792	19.8	5.2	103	638	13.8	4.2	71	1495	15.1	9.8	79
TV-PRIME TIME	QUINTILE 1	15674	3335	18.0	21.3	91	692	17.3	4.4	88	810	17.5	5.2	88	1833	18.6	11.7	94
	QUINTILE 2	15944	4281	23.1	26.9	115	966	24.2	6.1	120	970	20.9	6.1	104	2345	23.8	14.7	118
	QUINTILE 3	16037	4136	22.4	25.8	111	889	22.3	5.5	110	1086	23.4	6.8	116	2161	21.9	13.5	108
	QUINTILE 4	15412	3457	18.7	22.4	96	763	19.1	5.0	98	871	18.8	5.7	97	1823	18.5	11.8	95
	QUINTILE 5	16194	3288	17.8	20.3	87	682	17.1	4.2	84	899	19.4	5.6	95	1707	17.3	10.5	85
TV-DAYTIME	TERCILE 1	19156	3981	21.5	20.8	89	1052	26.4	5.5	109	943	20.3	4.9	84	1987	20.1	10.4	83
	TERCILE 2	19343	5020	27.1	26.0	111	1226	30.7	6.3	126	1163	25.1	6.0	103	2630	26.6	13.6	109
	TERCILE 3	40764	9496	51.3	23.3	100	1713	42.9	4.2	83	2531	54.6	6.2	106	5252	53.2	12.9	103
TV-TOTAL	QUINTILE 1	15844	3318	17.9	20.9	90	880	22.0	5.6	110	793	17.1	5.0	86	1645	16.7	10.4	83
	QUINTILE 2	15767	3901	21.1	24.7	106	810	20.3	5.1	102	993	21.4	6.3	108	2099	21.3	13.3	107
	QUINTILE 3	15775	3814	20.6	24.2	104	975	24.4	6.2	123	773	16.7	4.9	84	2067	20.9	13.1	105
	QUINTILE 4	15903	4033	21.8	25.4	109	704	17.6	4.4	88	1203	25.9	7.6	129	2126	21.5	13.4	107
	QUINTILE 5	15974	3431	18.5	21.5	92	622	15.6	3.9	77	875	18.9	5.5	94	1933	19.6	12.1	97
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	21225	5973	32.3	28.1	121	1253	31.4	5.9	117	1183	25.5	5.6	95	3536	35.8	16.7	134
	NEWSPAPER IMPERATIVE	17728	4154	22.5	23.4	100	839	21.0	4.7	94	1009	21.8	5.7	97	2306	23.4	13.0	104
	NEWSPAPER IMPERATIVE	22987	5117	27.7	22.3	95	1162	29.1	5.1	100	1455	31.4	6.3	108	2500	25.3	10.9	87
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	16244	4402	23.8	27.1	116	898	22.5	5.5	110	1061	22.9	6.5	112	2442	24.7	15.0	121
	OUTDOOR IMPERATIVE	24016	6200	33.5	25.8	111	1350	33.8	5.6	112	1328	28.6	5.5	95	3522	35.7	14.7	118
	OUTDOOR IMPERATIVE	26020	5694	30.8	21.9	94	1283	32.1	4.9	98	1432	30.9	5.5	94	2979	30.2	11.4	92
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	16918	4547	24.6	26.9	115	886	22.2	5.2	104	1079	23.3	6.4	109	2582	26.2	15.3	123
	RADIO IMPERATIVE	23456	6022	32.6	25.7	110	1353	33.9	5.8	115	1291	27.8	5.5	94	3379	34.2	14.4	116
	RADIO IMPERATIVE	23900	5368	29.0	22.5	96	1076	27.0	4.5	89	1568	33.8	6.6	112	2724	27.6	11.4	92
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15791	4224	22.8	26.7	115	1071	26.8	6.8	135	905	19.5	5.7	98	2248	22.8	14.2	114
	TELEVISION IMPERATIVE	25476	6595	35.7	25.9	111	1174	29.4	4.6	92	1485	32.0	5.8	100	3935	39.9	15.4	124
	TELEVISION IMPERATIVE	25744	5069	27.4	19.7	84	1193	29.9	4.6	92	1332	28.7	5.2	88	2543	25.8	9.9	79
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	17628	4655	25.2	26.4	113	1039	26.0	5.9	117	1144	24.7	6.5	111	2472	25.0	14.0	113
	OUTDOOR IMPERATIVE	26414	6300	34.1	23.9	102	1383	34.7	5.2	104	1385	29.9	5.2	90	3532	35.8	13.4	107
	OUTDOOR IMPERATIVE	23059	5221	28.2	22.6	97	1093	27.4	4.7	94	1333	28.8	5.8	99	2796	28.3	12.1	97
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17996	4503	24.3	25.0	107	947	23.7	5.3	105	1082	23.3	6.0	103	2474	25.1	13.7	110
	RADIO IMPERATIVE	26269	6613	35.8	25.2	108	1478	37.0	5.6	112	1510	32.6	5.7	98	3625	36.7	13.8	111
	RADIO IMPERATIVE	21342	5124	27.7	24.0	103	975	24.4	4.6	91	1415	30.5	6.6	113	2735	27.7	12.8	103
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17359	4500	24.3	25.9	111	1103	27.6	6.4	126	1141	24.6	6.6	112	2256	22.9	13.0	104
	TELEVISION IMPERATIVE	26889	6652	36.0	24.7	106	1318	33.0	4.9	97	1467	31.6	5.5	93	3867	39.2	14.4	116
	TELEVISION IMPERATIVE	21698	4341	23.5	20.0	86	1049	26.3	4.8	96	967	20.9	4.5	76	2325	23.6	10.7	86
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	16456	4101	22.2	24.9	107	839	21.0	5.1	101	995	21.5	6.0	103	2266	23.0	13.8	111
	RADIO IMPERATIVE	25870	6131	33.1	23.7													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL MALES	79263	18497	100.0	23.3	100	3991	100.0	5.0	100	4636	100.0	5.8	100	9869	100.0	12.5	100
ATLANTIC MONTHLY	452	*175	0.9	38.7	166	**8	0.2	1.8	35	**45	1.0	10.0	170	**122	1.2	27.0	217
BARRON'S	1058	353	1.9	33.4	143	**34	0.9	3.2	64	**85	1.8	8.0	137	*233	2.4	22.0	177
BETTER HOMES & GARDENS	4773	1442	7.8	30.2	129	340	8.5	7.1	141	316	6.8	6.6	113	786	8.0	16.5	132
BON APPETIT	1037	325	1.8	31.3	134	**90	2.3	8.7	172	**63	1.4	6.1	104	*172	1.7	16.6	133
BUSINESS WEEK	3193	777	4.2	24.3	104	**97	2.4	3.0	60	*244	5.3	7.6	131	436	4.4	13.7	110
CAR AND DRIVER	2705	787	4.3	29.1	125	**123	3.1	4.5	90	*210	4.5	7.8	133	454	4.6	16.8	135
CBS MAGAZINE NETWORK (GROSS)	5678	1432	7.7	25.2	108	333	8.3	5.9	116	354	7.6	6.2	107	745	7.5	13.1	105
CHANGING TIMES	1847	608	3.3	32.9	141	**84	2.1	4.5	90	*126	2.7	6.8	117	398	4.0	21.5	173
COLONIAL HOMES	492	*137	0.7	27.8	119	**6	0.2	1.2	24	*12	0.3	2.4	42	**119	1.2	24.2	194
CONDE NAST MAG. PKG. (GROSS)	2056	582	3.1	28.2	121	**91	2.3	4.4	87	**89	1.9	4.3	74	402	4.1	19.5	156
CONSUMERS DIGEST	1719	590	3.2	34.3	147	**63	1.6	3.7	73	*135	2.9	7.9	134	392	4.0	22.8	183
COSMOPOLITAN	1762	415	2.2	23.6	101	**63	1.6	3.6	71	**70	1.5	4.0	68	282	2.9	16.0	129
COUNTRY LIVING	1110	357	1.9	32.2	138	**82	2.1	7.4	147	**67	1.4	6.0	103	*209	2.1	18.8	151
CUISINE	660	239	1.3	36.2	155	**28	0.7	4.2	84	**37	0.8	5.6	96	*174	1.8	26.4	212
CYCLE WORLD	1924	412	2.2	21.4	92	**116	2.9	6.0	120	**105	2.3	5.5	93	*192	1.9	10.0	80
DCI:CREATIVE IDEAS FOR LIV	437	*190	1.0	43.5	186	**16	0.4	3.7	73	**27	0.6	6.2	106	**147	1.5	33.6	270
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	691	3.7	27.7	119	**116	2.9	4.7	92	**91	2.0	3.7	62	484	4.9	19.4	156
DISCOVER	1279	374	2.0	29.2	125	**75	1.9	5.9	116	**94	2.0	7.3	126	*206	2.1	16.1	129
EBONY	2898	748	4.0	25.8	111	*180	4.5	6.2	123	*137	3.0	4.7	81	430	4.4	14.8	119
ESQUIRE	1384	382	2.1	27.6	118	**74	1.9	5.3	106	**70	1.5	5.1	86	238	2.4	17.2	138
ESSENCE	850	*250	1.4	29.4	126	**43	1.1	5.1	100	**45	1.0	5.3	91	**163	1.7	19.2	154
FAMILY CIRCLE	2430	768	4.2	31.6	135	*192	4.8	7.9	157	*179	3.9	7.4	126	397	4.0	16.3	131
THE FAMILY HANDYMAN	3356	750	4.1	31.8	136	**112	2.8	4.8	94	*227	4.9	9.6	165	410	4.2	17.4	140
FAMILY WEEKLY	11533	2790	15.1	24.2	104	611	15.3	5.3	105	760	16.4	6.6	113	1419	14.4	12.3	99
FIELD & STREAM	7444	1921	10.4	25.8	111	338	8.5	4.5	90	515	11.1	6.9	118	1067	10.8	14.3	115
FOOD & WINE	416	*151	0.8	36.3	156	**19	0.5	4.6	91	**8	0.2	1.9	33	**125	1.3	30.0	241
FORBES	1865	595	3.2	31.9	137	**46	1.2	2.5	49	*143	3.1	7.7	131	406	4.1	21.8	175
FORTUNE	1849	578	3.1	31.3	134	**59	1.5	3.2	63	*117	2.5	6.3	108	402	4.1	21.7	175
GENTLEMEN'S QUARTERLY	2284	624	3.4	27.3	117	**98	2.5	4.3	85	*147	3.2	6.4	110	379	3.8	16.6	133
GLAMOUR	538	*181	1.0	33.6	144	**30	0.8	5.6	111	**38	0.8	7.1	121	**114	1.2	21.2	170
GOLF DIGEST	1649	575	3.1	34.9	149	**93	2.3	5.6	112	*128	2.8	7.8	133	353	3.6	21.4	172
GOLF DIGEST/TENNIS (GROSS)	2294	800	4.3	34.9	149	**111	2.8	4.8	96	*186	4.0	8.1	139	504	5.1	22.0	176
GOLF MAGAZINE	1577	473	2.6	30.0	129	**102	2.6	6.5	128	*114	2.5	7.2	124	257	2.6	16.3	131
GOLF MAGAZINE/SKI (GROSS)	2487	760	4.1	30.6	131	*178	4.5	7.2	142	*201	4.3	8.1	138	381	3.9	15.3	123
GOOD HOUSEKEEPING	2569	631	3.4	24.6	105	**101	2.5	3.9	78	*189	4.1	7.4	126	342	3.5	13.3	107
HARPER'S BAZAAR	431	**150	0.8	34.8	149	**2	0.1	0.5	9	**24	0.5	5.6	95	**124	1.3	28.8	231
HEALTH	788	*215	1.2	27.3	117	**14	0.4	1.8	35	**38	0.8	4.8	82	**163	1.7	20.7	166
HEARST MAG CORP. BUY (GROSS)	18781	5393	29.2	28.7	123	842	21.1	4.5	89	1258	27.1	6.7	115	3293	33.4	17.5	141
HEARST MAN POWER (GROSS)	9169	2650	14.3	28.9	124	469	11.8	5.1	102	658	14.2	7.2	123	1523	15.4	16.6	133
HEARST WOMAN POWER (GROSS)	5452	1332	7.2	24.4	105	*210	5.3	3.9	76	316	6.8	5.8	99	806	8.2	14.8	119
HOUSE BEAUTIFUL	1020	387	2.1	37.9	163	**36	0.9	3.5	70	**79	1.7	7.7	132	*272	2.8	26.7	214
INC.	993	325	1.8	32.7	140	**60	1.5	6.0	120	**59	1.3	5.9	102	*206	2.1	20.7	167
JET	2808	802	4.3	28.6	122	*188	4.7	6.7	133	*132	2.8	4.7	80	482	4.9	17.2	138
LADIES' HOME JOURNAL	1868	614	3.3	32.9	141	**140	3.5	7.5	149	**97	2.1	5.2	89	377	3.8	20.2	162
LHJ FAMILY GRP COMBO(GROSS)	3582	1190	6.4	33.2	142	*192	4.8	5.4	106	*211	4.6	5.9	101	787	8.0	22.0	176
LIFE	4817	1216	6.6	25.2	108	272	6.8	5.6	112	220	4.7	4.6	78	724	7.3	15.0	121
L.A. TIMES HOME MAGAZINE	1465	294	1.6	20.1	86	**23	0.6	1.6	31	**68	1.5	4.6	79	*204	2.1	13.9	112
MADEMOISELLE	460	**94	0.5	20.4	88	**6	0.2	1.3	26	**8	0.2	1.7	30	**80	0.8	17.4	140
MC CALL'S	1764	527	2.8	29.9	128	**76	1.9	4.3	86	**116	2.5	6.6	112	335	3.4	19.0	153
MC CALL'S/WRK MOTHER (GROSS)	2062	677	3.7	32.8	141	**127	3.2	6.2	122	*212	2.6	5.9	100	429	4.3	20.8	167
MECHANIX ILLUSTRATED	3625	1077	5.8	29.7	127	*165	4.1	4.6	90	*278	6.0	7.7	131	634	6.4	17.5	140
METROPOLITAN HOME	495	*182	1.0	36.8	158	**25	0.6	5.1	100	**34	0.7	6.9	117	**123	1.2	24.8	200
MONEY	3017	1026	5.5	34.0	146	*169	4.2	5.6	111	232	5.0	7.7	131	625	6.3	20.7	166
MOTHER EARTH NEWS	1203	429	2.3	35.7	153	**123	3.1	10.2	203	**72	1.6	6.0	102	*234	2.4	19.5	156
MS.	*257	**119	0.6	46.3	198	**5	0.1	1.9	39	**17	0.4	6.6	113	**97	1.0	37.7	303
NATIONAL ENQUIRER	6921	1771	9.6	25.6	110	377	9.4	5.4	108	495	10.7	7.2	122	899	9.1	13.0	104
NATIONAL GEOGRAPHIC	11626	3126	16.9	26.9	115	620	15.5	5.3	106	613	13.2	5.3	90	1893	19.2	16.3	131
NATIONAL SUNDAY MAGAZINE PKG	49424	12544	67.8	25.4	109	2573	64.5	5.2	103	3029	65.3	6.1	105	6942	70.3	14.0	113
NATURAL HISTORY	753	*229	1.2	30.4	130	**20	0.5	2.7	53	**61	1.3	8.1	139	**148	1.5	19.7	158
NEW WOMAN	*296	**136	0.7	45.9	197	**19	0.5	6.4	127	**0	0.0	0.0	0	**117	1.2	39.5	317
NEW YORK INCLUDING CUE	541	**118	0.6	21.8	93	**14	0.4	2.6	51	**17	0.4	3.1	54	**88	0.9	16.3	131
THE NEW YORKER	1078	349	1.9	32.4	139	**26	0.7	2.4	48	*74	1.6	6.9	117	*249	2.5	23.1	186
NEWSWEEK	9602	2703	14.6	28.2	121	559	14.0	5.8	116	609	13.1	6.3	108	1535	15.6	16.0	128
THE N.Y. TIMES DAILY EDITION	1376	321	1.7	23.3	100	**45	1.1	3.3	65	*126	2.7	9.2	157	149	1.5	10.8	87
THE N.Y. TIMES MAGAZINE	2110	511	2.8	24.2	104	*74	1.9	3.5	70	163	3.5	7.7	132	274	2.8	13.0	104
OMNI	1927	629	3.4	32.6	140	**133	3.3	6.9	137	**93	2.0	4.8	83	403	4.1	20.9	168
ON CABLE	911	293	1.6	32.2	138	**48	1.2	5.3	105	**52	1.1	5.7	98	*194	2.0	21.3	171
1001 HOME IDEAS	927	361	2.0	38.9	167	**38	1.0	4.1	81	**76	1.6	8.2	140	*248	2.5	26.8	215
ORGANIC GARDENING	1430	368	2.0	25.7	110	**48	1.2	3.4	67	**116	2.5	8.1	139	*204	2.1	14.3	115
OUTDOOR LIFE	4064	1152	6.2	28.3	121	*192	4.8	4.7	94	291	6.3	7.2	122	670	6.8	16.5	132
PARADE MAGAZINE	24538	6471	35.0	26.4	113	1474	36.9	6.0	119	1501	32.4	6.1	105	3496	35.4	14.2	114

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL MALES	79263	18497	100.0	23.3	100	3991	100.0	5.0	100	4636	100.0	5.8	100	9869	100.0	12.5	100
PARENTS	1126	334	1.8	29.7	127	**38	1.0	3.4	67	**64	1.4	5.7	97	*232	2.4	20.6	165
PENTHOUSE	4157	1564	8.5	37.6	161	364	9.1	8.8	174	306	6.6	7.4	126	895	9.1	21.5	173
PEOPLE	7591	2115	11.4	27.9	119	401	10.0	5.3	105	568	12.3	7.5	128	1146	11.6	15.1	121
PLAYBOY	8379	2567	13.9	30.6	131	494	12.4	5.9	117	614	13.2	7.3	125	1459	14.8	17.4	140
POPULAR HOT RODDING	2110	694	3.8	32.9	141	**172	4.3	8.2	162	**137	3.0	6.5	111	*385	3.9	18.2	147
POPULAR MECHANICS	4850	1300	7.0	26.8	115	*206	5.2	4.2	84	339	7.3	7.0	120	755	7.7	15.6	125
POPULAR SCIENCE	3397	1003	5.4	29.5	127	*178	4.5	5.2	104	277	6.0	8.2	139	548	5.6	16.1	130
PREVENTION	1720	369	2.0	21.5	92	**70	1.8	4.1	81	**87	1.9	5.1	86	*213	2.2	12.4	99
PSYCHOLOGY TODAY	1344	373	2.0	27.8	119	**89	2.2	6.6	132	**81	1.7	6.0	103	*202	2.0	15.0	121
READER'S DIGEST	16016	3876	21.0	24.2	104	859	21.5	5.4	107	972	21.0	6.1	104	2046	20.7	12.8	103
REDBOOK	1121	286	1.5	25.5	109	**47	1.2	4.2	83	**56	1.2	5.0	85	*183	1.9	16.3	131
ROAD & TRACK	2161	521	2.8	24.1	103	**137	3.4	6.3	126	*162	3.5	7.5	128	*221	2.2	10.2	82
ROLLING STONE	1948	580	3.1	29.8	128	**175	4.4	9.0	178	*147	3.2	7.5	129	*258	2.6	13.2	106
RUNNER'S WORLD	899	*278	1.5	30.9	133	**111	2.8	12.3	245	**25	0.5	2.8	48	*141	1.4	15.7	126
SATURDAY EVENING POST	841	*194	1.0	23.1	99	**14	0.4	1.7	33	**46	1.0	5.5	94	*134	1.4	15.9	128
SCIENCE 84	841	308	1.7	36.6	157	**55	1.4	6.5	130	**69	1.5	8.2	140	*185	1.9	22.0	177
SCIENCE DIGEST	1194	*285	1.5	23.9	102	**46	1.2	3.9	77	**56	1.2	4.7	80	*182	1.8	15.2	122
SCIENTIFIC AMERICAN	1379	418	2.3	30.3	130	**49	1.2	3.6	71	**86	1.9	6.2	107	*283	2.9	20.5	165
SELF	436	**141	0.8	32.3	139	**44	1.1	10.1	200	**5	0.1	1.1	20	**92	0.9	21.1	169
SEVENTEEN	614	**152	0.8	24.8	106	**29	0.7	4.7	94	**17	0.4	2.8	47	*105	1.1	17.1	137
SKI	910	287	1.6	31.5	135	**76	1.9	8.4	166	**87	1.9	9.6	163	*124	1.3	13.6	109
SMITHSONIAN	2937	873	4.7	29.7	127	*138	3.5	4.7	93	*223	4.8	7.6	130	513	5.2	17.5	140
SOAP OPERA DIGEST	545	*212	1.1	38.9	167	**38	1.0	7.0	138	**24	0.5	4.4	75	*149	1.5	27.3	220
SOUTHERN LIVING	2054	501	2.7	24.4	105	**100	2.5	4.9	97	**64	1.4	3.1	53	337	3.4	16.4	132
SPORT	2799	811	4.4	29.0	124	*224	5.6	8.0	159	*163	3.5	5.8	100	423	4.3	15.1	121
THE SPORTING NEWS	1938	514	2.8	26.5	114	**145	3.6	7.5	149	**80	1.7	4.1	71	288	2.9	14.9	119
SPORTS AFIELD	3125	1065	5.8	34.1	146	*216	5.4	6.9	137	*263	5.7	8.4	144	585	5.9	18.7	150
SPORTS ILLUSTRATED	11159	3009	16.3	27.0	116	685	17.2	6.1	122	628	13.5	5.6	96	1695	17.2	15.2	122
STAR	4095	1067	5.8	26.1	112	*263	6.6	6.4	128	*210	4.5	5.1	88	594	6.0	14.5	117
SUNDAY	25169	6630	35.8	26.3	113	1437	36.0	5.7	113	1471	31.7	5.8	100	3722	37.7	14.8	119
SUNSET	1294	436	2.4	33.7	144	**32	0.8	2.5	49	**93	2.0	7.2	123	*311	3.2	24.0	193
TV GUIDE	18508	4142	22.4	22.4	96	839	21.0	4.5	90	991	21.4	5.4	92	2311	23.4	12.5	100
TENNIS	645	*225	1.2	34.9	149	**18	0.5	2.8	55	**58	1.3	9.0	154	*150	1.5	23.3	187
TIME	12124	3433	18.6	28.3	121	691	17.3	5.7	113	670	14.5	5.5	94	2072	21.0	17.1	137
TOWN & COUNTRY	493	*159	0.9	32.3	138	**10	0.3	2.0	40	**40	0.9	8.1	139	*110	1.1	22.3	179
TRAVEL & LEISURE	1122	432	2.3	38.5	165	**68	1.7	6.1	120	**81	1.7	7.2	123	284	2.9	25.3	203
TRUE STORY	690	**196	1.1	28.4	122	**23	0.6	3.3	66	**21	0.5	3.0	52	*152	1.5	22.0	177
U.S. NEWS & WORLD REPORT	6571	1685	9.1	25.6	110	266	6.7	4.0	80	478	10.3	7.3	124	940	9.5	14.3	115
USA TODAY	3120	758	4.1	24.3	104	**110	2.8	3.5	70	*169	3.6	5.4	93	478	4.8	15.3	123
US	1315	448	2.4	34.1	146	**83	2.1	6.3	125	*100	2.2	7.6	130	*265	2.7	20.2	162
VOGUE	632	*166	0.9	26.3	113	**12	0.3	1.9	38	**38	0.8	6.0	103	*116	1.2	18.4	147
WALL STREET JOURNAL	4247	1139	6.2	26.8	115	*198	5.0	4.7	93	237	5.1	5.6	95	704	7.1	16.6	133
WEIGHT WATCHERS	398	*143	0.8	35.9	154	**19	0.5	4.8	95	**45	1.0	11.3	193	*79	0.8	19.8	159
WOMAN'S DAY	1139	403	2.2	35.4	152	**74	1.9	6.5	129	**69	1.5	6.1	104	*260	2.6	22.8	183
WORKING MOTHER	*298	**150	0.8	50.3	216	**51	1.3	17.1	340	**5	0.1	1.7	29	*94	1.0	31.5	253
WORKING WOMAN	327	**146	0.8	44.6	191	**37	0.9	11.3	225	**1	0.0	0.3	5	*109	1.1	33.3	268
WORLD TENNIS	397	**139	0.8	35.0	150	**23	0.6	5.8	115	**43	0.9	10.8	185	*74	0.7	18.6	150
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2928	15.8	30.4	130	450	11.3	4.7	93	677	14.6	7.0	120	1802	18.3	18.7	150
BLAIR INSERTS	43762	11312	61.2	25.8	111	2335	58.5	5.3	106	2678	57.8	6.1	105	6298	63.8	14.4	116
DAILY NEWSPAPERS																	
READ ANY	52459	12988	70.2	24.8	106	2823	70.7	5.4	107	3155	68.1	6.0	103	7010	71.0	13.4	107
READ ONE	41891	10134	54.8	24.2	104	2263	56.7	5.4	107	2530	54.6	6.0	103	5341	54.1	12.7	102
READ TWO OR MORE	10568	2854	15.4	27.0	116	560	14.0	5.3	105	626	13.5	5.9	101	1668	16.9	15.8	127
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	12991	70.2	25.0	107	2664	66.8	5.1	102	3107	67.0	6.0	102	7220	73.2	13.9	112
READ ONE	44561	10967	59.3	24.6	105	2256	56.5	5.1	101	2691	58.0	6.0	103	6020	61.0	13.5	109
READ TWO OR MORE	7368	2025	10.9	27.5	118	408	10.2	5.5	110	416	9.0	5.6	97	1200	12.2	16.3	131
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.72				30.18				31.31				30.66			
30 DAY REACH	71522	16904	91.4	23.6	101	3597	90.1	5.0	100	4308	92.9	6.0	103	8999	91.2	12.6	101
50 SHWG - 30 DAY AV FREQ	15.55	16.05				15.82				16.32				16.02			
30 DAY REACH	68168	16196	87.6	23.8	102	3436	86.1	5.0	100	4145	89.4	6.1	104	8616	87.3	12.6	102
25 SHWG - 30 DAY AV FREQ	8.43	8.76				8.95				9.08				8.55			
30 DAY REACH	62898	14801	80.0	23.5	101	3029	75.9	4.8	96	3735	80.6	5.9	102	8036	81.4	12.8	103
CABLE TV: HOME WIRED	31664	8003	43.3	25.3	108	1575	39.5	5.0	99	1851	39.9	5.8	100	4578	46.4	14.5	116
HOME NOT WIRED	47599	10493	56.7	22.0	94	2417	60.6	5.1	101	2786	60.1	5.9	100	5291	53.6	11.1	89
HAVE PAY CABLE	17139	4746	25.7	27.7	119	948	23.8	5.5	110	1055	22.8	6.2	105	2743	27.8	16.0	129

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	13660	100.0	15.4	100	2524	100.0	2.9	100	2597	100.0	2.9	100	8539	100.0	9.7	100
FEMALE HOMEMAKERS	80986	12537	91.8	15.5	100	2342	92.8	2.9	101	2425	93.4	3.0	102	7770	91.0	9.6	99
EMPLOYED MOTHERS	18702	3338	24.4	17.8	116	607	24.0	3.2	114	495	19.1	2.6	90	2237	26.2	12.0	124
18 - 24	14726	2476	18.1	16.8	109	*432	17.1	2.9	103	*516	19.9	3.5	119	1528	17.9	10.4	107
25 - 34	20202	3431	25.1	17.0	110	500	19.8	2.5	87	*456	17.6	2.3	77	2475	29.0	12.3	127
35 - 44	14781	2674	19.6	18.1	117	*537	21.3	3.6	127	*417	16.1	2.8	96	1720	20.1	11.6	121
45 - 54	11449	1971	14.4	17.2	111	*355	14.1	3.1	109	*441	17.0	3.9	131	1175	13.8	10.3	106
55 - 64	11846	1738	12.7	14.7	95	*323	12.8	2.7	96	*396	15.2	3.3	114	1019	11.9	8.6	89
65 OR OLDER	15459	1371	10.0	8.9	57	*377	14.9	2.4	85	372	14.3	2.4	82	622	7.3	4.0	42
18 - 34	34928	5906	43.2	16.9	110	932	36.9	2.7	94	971	37.4	2.8	95	4003	46.9	11.5	119
18 - 49	55154	9619	70.4	17.4	113	1644	65.1	3.0	104	1577	60.7	2.9	97	6398	74.9	11.6	120
25 - 54	46433	8076	59.1	17.4	113	1392	55.2	3.0	105	1313	50.6	2.8	96	5370	62.9	11.6	120
35 - 49	20226	3713	27.2	18.4	119	712	28.2	3.5	123	606	23.3	3.0	102	2395	28.0	11.8	123
50 OR OLDER	33310	4041	29.6	12.1	79	880	34.9	2.6	93	1020	39.3	3.1	104	2141	25.1	6.4	67
GRADUATED COLLEGE	12110	2181	16.0	18.0	117	*306	12.1	2.5	89	*308	11.9	2.5	87	1567	18.4	12.9	134
ATTENDED COLLEGE	15309	2976	21.8	19.4	126	*406	16.1	2.7	93	*458	17.6	3.0	102	2111	24.7	13.8	143
GRADUATED HIGH SCHOOL	36912	5975	43.7	16.2	105	1206	47.8	3.3	115	1232	47.4	3.3	114	3536	41.4	9.6	99
DID NOT GRADUATE HIGH SCHOOL	24134	2528	18.5	10.5	68	605	24.0	2.5	88	599	23.1	2.5	85	1324	15.5	5.5	57
EMPLOYED FULL-TIME	35457	6415	47.0	18.1	117	1220	48.3	3.4	121	963	37.1	2.7	93	4233	49.6	11.9	124
EMPLOYED PART-TIME	8514	1321	9.7	15.5	100	**121	4.8	1.4	50	*243	9.4	2.9	97	957	11.2	11.2	116
NOT EMPLOYED	44494	5924	43.4	13.3	86	1184	46.9	2.7	93	1391	53.6	3.1	106	3349	39.2	7.5	78
PROFESSIONAL/MANAGER	10811	2127	15.6	19.7	127	**325	12.9	3.0	105	*254	9.8	2.3	80	1548	18.1	14.3	148
TECH/CLERICAL/SALES	19640	3720	27.2	18.9	123	613	24.3	3.1	109	664	25.6	3.4	115	2443	28.6	12.4	129
PRECISION/CRAFT	1023	**155	1.1	15.2	98	**11	0.4	1.1	38	**11	0.4	1.1	37	**134	1.6	13.1	136
OTHER EMPLOYED	12498	1734	12.7	13.9	90	*392	15.5	3.1	110	*277	10.7	2.2	75	1066	12.5	8.5	88
SINGLE	15995	2668	19.5	16.7	108	*520	20.6	3.3	114	*443	17.1	2.8	94	1706	20.0	10.7	110
MARRIED	51689	8132	59.5	15.7	102	1444	57.2	2.8	98	1534	59.1	3.0	101	5154	60.4	10.0	103
DIVORCED/SEPARATED/WIDOWED	20780	2860	20.9	13.8	89	561	22.2	2.7	95	620	23.9	3.0	102	1679	19.7	8.1	84
PARENTS	33922	5752	42.1	17.0	110	965	38.2	2.8	100	891	34.3	2.6	89	3896	45.6	11.5	119
WHITE	76422	12153	89.0	15.9	103	2139	84.7	2.8	98	2120	81.6	2.8	94	7894	92.4	10.3	107
BLACK	10066	1219	8.9	12.1	78	*334	13.2	3.3	116	*435	16.8	4.3	147	450	5.3	4.5	46
OTHER	1976	**289	2.1	14.6	95	**52	2.1	2.6	92	*442	1.6	2.1	72	**195	2.3	9.9	102
NORTHEAST-CENSUS	19803	3131	22.9	15.8	102	617	24.4	3.1	109	675	26.0	3.4	116	1839	21.5	9.3	96
NORTH CENTRAL	22181	4245	31.1	19.1	124	710	28.1	3.2	112	814	31.3	3.7	125	2721	31.9	12.3	127
SOUTH	30082	3365	24.6	11.2	72	619	24.5	2.1	72	*544	20.9	1.8	62	2202	25.8	7.3	76
WEST	16398	2921	21.4	17.8	115	579	22.9	3.5	124	565	21.8	3.4	117	1777	20.8	10.8	112
NORTHEAST-MKTG.	20163	3043	22.3	15.1	98	592	23.5	2.9	103	658	25.3	3.3	111	1794	21.0	8.9	92
EAST CENTRAL	13054	2543	18.6	19.5	126	*302	12.0	2.3	81	494	19.0	3.8	129	1747	20.5	13.4	139
WEST CENTRAL	14993	2800	20.5	18.7	121	510	20.2	3.4	119	522	20.1	3.5	119	1768	20.7	11.8	122
SOUTH	25785	2828	20.7	11.0	71	*583	23.1	2.3	79	*470	18.1	1.8	62	1775	20.8	6.9	71
PACIFIC	14470	2447	17.9	16.9	110	*538	21.3	3.7	130	*453	17.4	3.1	107	1456	17.1	10.1	104
COUNTY SIZE A	36705	5895	43.2	16.1	104	1235	48.9	3.4	118	1265	48.7	3.4	117	3395	39.8	9.2	96
COUNTY SIZE B	26819	4307	31.5	16.1	104	902	35.7	3.4	118	734	28.3	2.7	93	2670	31.3	10.0	103
COUNTY SIZE C	13597	2168	15.9	15.9	103	*227	9.0	1.7	59	*427	16.4	3.1	107	1514	17.7	11.1	115
COUNTY SIZE D	11344	1290	9.4	11.4	74	*160	6.3	1.4	49	**171	6.6	1.5	51	959	11.2	8.5	88
METRO CENTRAL CITY	26825	4318	31.6	16.1	104	1059	42.0	3.9	138	841	32.4	3.1	107	2419	28.3	9.0	93
METRO SUBURBAN	39912	6364	46.6	15.9	103	1143	45.3	2.9	100	1291	49.7	3.2	110	3931	46.0	9.8	102
NON METRO	21728	2979	21.8	13.7	89	*323	12.8	1.5	52	*466	17.9	2.1	73	2189	25.6	10.1	104
TOP 5 ADI'S	20847	3252	23.8	15.6	101	842	33.4	4.0	142	687	26.5	3.3	112	1722	20.2	8.3	86
TOP 10 ADI'S	28719	4275	31.3	14.9	96	1005	39.8	3.5	123	896	34.5	3.1	106	2374	27.8	8.3	86
TOP 20 ADI'S	40904	6439	47.1	15.7	102	1405	55.7	3.4	120	1305	50.3	3.2	109	3729	43.7	9.1	94
HSHLD INC. \$50,000 OR MORE	7931	1462	10.7	18.4	119	**164	6.5	2.1	72	**309	11.9	3.9	133	989	11.6	12.5	129
\$40,000 OR MORE	15233	2672	19.6	17.5	114	*408	16.2	2.7	94	*525	20.2	3.4	117	1739	20.4	11.4	118
\$30,000 OR MORE	28333	4926	36.1	17.4	113	739	29.3	2.6	91	846	32.6	3.0	102	3341	39.1	11.8	122
\$25,000 OR MORE	36417	6410	46.9	17.6	114	993	39.3	2.7	96	975	37.5	2.7	91	4443	52.0	12.2	126
\$20,000 - \$24,999	9943	1719	12.6	17.3	112	*311	12.3	3.1	110	*347	13.4	3.5	119	1060	12.4	10.7	110
\$15,000 - \$19,999	9211	1347	9.9	14.6	95	**305	12.1	3.3	116	*301	11.6	3.3	111	741	8.7	8.0	83
\$10,000 - \$14,999	13477	2055	15.0	15.2	99	496	19.7	3.7	129	*284	10.9	2.1	72	1275	14.9	9.5	98
UNDER \$10,000	19418	2130	15.6	11.0	71	420	16.6	2.2	76	690	26.6	3.6	121	1020	11.9	5.3	54
HOUSEHOLD OF 1 PERSON	11987	1508	11.0	12.6	81	348	13.8	2.9	102	295	11.4	2.5	84	865	10.1	7.2	75
2 PEOPLE	27046	4381	32.1	16.2	105	956	37.9	3.5	124	950	36.6	3.5	120	2475	29.0	9.2	95
3 OR 4 PEOPLE	34251	5277	38.6	15.4	100	809	32.1	2.4	83	936	36.0	2.7	93	3533	41.4	10.3	107
5 OR MORE PEOPLE	15180	2495	18.3	16.4	106	**412	16.3	2.7	95	*417	16.1	2.7	94	1667	19.5	11.0	114
NO CHILD IN HSHLD	49819	7163	52.4	14.4	93	1407	55.7	2.8	99	1573	60.6	3.2	108	4183	49.0	8.4	87
CHILD(REN) UNDER 2 YRS	6045	1196	8.8	19.8	128	**140	5.5	2.3	81	**277	10.7	4.6	156	780	9.1	12.9	134
2 - 5 YEARS	15233	2502	18.3	16.4	106	*436	17.3	2.9	100	*410	15.8	2.7	92	1656	19.4	10.9	113
6 - 11 YEARS	16260	2737	20.0	16.8	109	*487	19.3	3.0	105	*409	15.7	2.5	86	1842	21.6	11.3	117
12 - 17 YEARS	19173	3278	24.0	17.1	111	589	23.3	3.1	108	*506	19.5	2.6	90	2183	25.6	11.4	118
RESIDENCE OWNED	61371	9349	68.4	15.2	99	1481	58.7	2.4	85	1664	64.1	2.7	92	6204	72.7	10.1	105
VALUE: \$50,000 OR MORE	35355	6094	44.6	17.2	112	833	33.0	2.4	83	1174	45.2	3.3	113	4086	47.9	11.6	120
VALUE: UNDER \$50,000	26016	3256	23.8	12.5	81	648	25.7	2.5	87	490	18.9	1.9	64	2118	24.8	8.1	84

CANADIAN WHISKY: USAGE IN LAST 7 DAYS
(FEMALES)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	13660	100.0	15.4	100	2524	100.0	2.9	100	2597	100.0	2.9	100	8539	100.0	9.7	100
MAGAZINES	QUINTILE 1	17988	3619	26.5	20.1	130	595	23.6	3.3	116	777	29.9	4.3	147	2247	26.3	12.5	129
	QUINTILE 2	19446	3316	24.3	17.1	110	550	21.8	2.8	99	654	25.2	3.4	115	2112	24.7	10.9	113
	QUINTILE 3	14626	2231	16.3	15.3	99	*284	11.3	1.9	68	*350	13.5	2.4	82	1598	18.7	10.9	113
	QUINTILE 4	16014	2292	16.8	14.3	93	500	19.8	3.1	109	*359	13.8	2.2	76	1434	16.8	9.0	93
	QUINTILE 5	20389	2202	16.1	10.8	70	*596	23.6	2.9	102	*458	17.6	2.2	77	1148	13.4	5.6	58
NEWSPAPERS	QUINTILE 1	13830	2457	18.0	17.8	115	*416	16.5	3.0	105	674	26.0	4.9	166	1367	16.0	9.9	102
	QUINTILE 2	26350	4301	31.5	16.3	106	845	33.5	3.2	112	734	28.3	2.8	95	2722	31.9	10.3	107
	QUINTILE 3	12415	2080	15.2	16.8	109	*377	14.9	3.0	106	*342	13.2	2.8	94	1362	16.0	11.0	111
	QUINTILE 4	21911	3191	23.4	14.6	94	502	19.9	2.3	80	564	21.7	2.6	88	2126	24.9	9.7	101
	QUINTILE 5	13960	1632	11.9	11.7	76	*386	15.3	2.8	97	**284	10.9	2.0	69	962	11.3	6.9	71
OUTDOOR	QUINTILE 1	16810	3025	22.1	18.0	117	*485	19.2	2.9	101	469	18.1	2.8	95	2071	24.3	12.3	128
	QUINTILE 2	17101	3005	22.0	17.6	114	492	19.5	2.9	101	584	22.5	3.4	116	1929	22.6	11.3	117
	QUINTILE 3	17579	2598	19.0	14.8	96	446	17.7	2.5	89	488	18.8	2.8	95	1664	19.5	9.5	98
	QUINTILE 4	18343	2745	20.1	15.0	97	529	21.0	2.9	101	629	24.2	3.4	117	1588	18.6	8.7	90
	QUINTILE 5	18631	2287	16.7	12.3	79	*573	22.7	3.1	108	*427	16.4	2.3	78	1287	15.1	6.9	72
RADIO-DRIVE TIME	QUINTILE 1	17390	2756	20.2	15.8	103	*496	19.7	2.9	100	673	25.9	3.9	132	1588	18.6	9.1	95
	QUINTILE 2	16591	2645	19.4	15.9	103	*494	19.6	3.0	104	*413	15.9	2.5	85	1739	20.4	10.5	109
	QUINTILE 3	16910	2712	19.9	16.0	104	*474	18.8	2.8	98	439	16.9	2.6	88	1799	21.1	10.6	110
	QUINTILE 4	18002	2992	21.9	16.6	108	609	24.1	3.4	119	565	21.8	3.1	107	1818	21.3	10.1	105
	QUINTILE 5	19572	2555	18.7	13.1	85	452	17.9	2.3	81	508	19.6	2.6	88	1595	18.7	8.1	84
RADIO-MID- DAY	TERCILE 1	23248	3665	26.8	15.8	102	812	32.2	3.5	122	652	25.1	2.8	96	2201	25.8	9.5	98
	TERCILE 2	23667	3629	26.6	15.3	99	471	18.7	2.0	70	789	30.4	3.3	114	2369	27.7	10.0	104
	TERCILE 3	41549	6366	46.6	15.3	99	1241	49.2	3.0	105	1157	44.6	2.8	95	3968	46.5	9.6	99
RADIO-TOTAL	QUINTILE 1	17786	2854	20.9	16.0	104	592	23.5	3.3	117	611	23.5	3.4	117	1651	19.3	9.3	96
	QUINTILE 2	17316	2532	18.5	14.6	95	*390	15.5	2.3	79	588	22.6	3.4	116	1554	18.2	9.0	93
	QUINTILE 3	18428	3142	23.0	17.1	110	*616	24.4	3.3	117	*406	15.6	2.2	75	2120	24.8	11.5	119
	QUINTILE 4	17669	2789	20.4	15.8	102	469	18.6	2.7	93	537	20.7	3.0	104	1783	20.9	10.1	105
	QUINTILE 5	17265	2344	17.2	13.6	88	457	18.1	2.6	93	*456	17.6	2.6	90	1431	16.8	8.3	86
TV-PRIME TIME	QUINTILE 1	17416	2402	17.6	13.8	89	529	21.0	3.0	106	*439	16.9	2.5	86	1435	16.8	8.2	85
	QUINTILE 2	17413	2767	20.3	15.9	103	479	19.0	2.8	96	*442	17.0	2.5	86	1846	21.6	10.6	110
	QUINTILE 3	17943	2940	21.5	16.4	106	642	25.4	3.6	125	520	20.0	2.9	99	1777	20.8	9.9	103
	QUINTILE 4	18442	3234	23.7	17.5	114	*421	16.7	2.3	80	653	25.1	3.5	121	2160	25.3	11.7	121
	QUINTILE 5	17250	2318	17.0	13.4	87	*453	17.9	2.6	92	544	20.9	3.2	107	1320	15.5	7.7	79
TV-DAYTIME	TERCILE 1	29966	4276	31.3	14.3	92	795	31.5	2.7	93	905	34.8	3.0	103	2577	30.2	8.6	89
	TERCILE 2	29480	4720	34.6	16.0	104	876	34.7	3.0	104	867	33.4	2.9	100	2976	34.9	10.1	105
	TERCILE 3	29018	4665	34.2	16.1	104	854	33.8	2.9	103	825	31.8	2.8	97	2986	35.0	10.3	107
TV-TOTAL	QUINTILE 1	17740	2553	18.7	14.4	93	484	19.2	2.7	96	574	22.1	3.2	110	1495	17.5	8.4	87
	QUINTILE 2	17674	2506	18.3	14.2	92	531	21.0	3.0	105	*391	15.1	2.2	75	1584	18.6	9.0	93
	QUINTILE 3	17730	2932	21.5	16.5	107	*553	21.9	3.1	109	572	22.0	3.2	110	1807	21.2	10.2	106
	QUINTILE 4	17563	2997	21.9	17.1	111	537	21.3	3.1	107	481	18.5	2.7	93	1978	23.2	11.3	117
	QUINTILE 5	17757	2673	19.6	15.1	97	*420	16.6	2.4	83	579	22.3	3.3	111	1675	19.6	9.4	98
MAGAZINES-NEWSPAPERS: DUAL		23278	4282	31.3	18.4	119	822	32.6	3.5	124	860	33.1	3.7	126	2600	30.4	11.2	116
MAGAZINE IMPERATIVE		21634	3708	27.1	17.1	111	503	19.9	2.3	81	702	27.0	3.2	111	2503	29.3	11.6	120
NEWSPAPER IMPERATIVE		23455	3417	25.0	14.6	94	655	26.0	2.8	98	676	26.0	2.9	98	2087	24.4	8.9	92
MAGAZINES-OUTDOOR: DUAL		17482	3373	24.7	19.3	125	*355	14.1	2.0	71	613	23.6	3.5	119	2405	28.2	13.8	143
MAGAZINE IMPERATIVE		28830	4751	34.8	16.5	107	949	37.6	3.3	115	1015	39.1	3.5	120	2787	32.6	9.7	100
OUTDOOR IMPERATIVE		26119	3828	28.0	14.7	95	831	32.9	3.2	112	618	23.8	2.4	81	2379	27.9	9.1	94
MAGAZINES-RADIO: DUAL		20162	3503	25.6	17.4	113	670	26.5	3.3	116	774	29.8	3.8	131	2059	24.1	10.2	106
MAGAZINE IMPERATIVE		26292	4904	35.9	18.7	121	690	27.3	2.6	92	859	33.1	3.3	111	3355	39.3	12.8	132
RADIO IMPERATIVE		25308	3352	24.5	13.2	86	682	27.0	2.7	94	565	21.8	2.2	76	2105	24.7	8.3	86
MAGAZINES-TELEVISION: DUAL		17312	3077	22.5	17.8	115	489	19.4	2.8	99	592	22.8	3.4	116	1997	23.4	11.5	120
MAGAZINE IMPERATIVE		29099	5258	38.5	18.1	117	796	31.5	2.7	96	1038	40.0	3.6	122	3423	40.1	11.8	122
TELEVISION IMPERATIVE		27505	3309	24.2	12.0	78	794	31.5	2.9	101	594	22.9	2.2	74	1922	22.5	7.0	72
NEWSPAPERS-OUTDOOR: DUAL		18628	3581	26.2	19.2	124	*428	17.0	2.3	81	769	29.6	4.1	141	2384	27.9	12.8	133
NEWSPAPER IMPERATIVE		29178	4475	32.8	15.3	99	1043	41.3	3.6	125	894	34.4	3.1	104	2538	29.7	8.7	90
OUTDOOR IMPERATIVE		25260	3783	27.7	15.0	97	753	29.8	3.0	104	521	20.1	2.1	70	2508	29.4	9.9	103
NEWSPAPERS-RADIO: DUAL		19246	3153	23.1	16.4	106	693	27.5	3.6	126	704	27.1	3.7	125	1756	20.6	9.1	95
NEWSPAPER IMPERATIVE		28155	4860	35.6	17.3	112	801	31.7	2.8	100	839	32.3	3.0	102	3219	37.7	11.4	118
RADIO IMPERATIVE		25308	3672	26.9	14.5	94	625	24.8	2.5	87	640	24.6	2.5	86	2407	28.2	9.5	99
NEWSPAPERS-TELEVISION: DUAL		18615	2926	21.4	15.7	102	567	22.5	3.0	107	518	19.9	2.8	95	1841	21.6	9.9	102
NEWSPAPER IMPERATIVE		29207	5118	37.5	17.5	113	859	34.0	2.9	103	1115	42.9	3.8	130	3143	36.8	10.8	111
TELEVISION IMPERATIVE		25472	3465	25.4	13.6	88	660	26.1	2.6	91	640	24.6	2.5	86	2165	25.4	8.5	88
OUTDOOR-RADIO: DUAL		17292	2969	21.7	17.2	111	*437	17.3	2.5	89	517	19.9	3.0	102	2015	23.6	11.7	121
OUTDOOR IMPERATIVE		26915	4632	33.9	17.2	111	800	31.7	3.0	104	792	30.5	2.9	100	3041	35.6	11.3	117
RADIO IMPERATIVE		28938	4263	31.2	14.7	95	926	36.7	3.2	112	927	35.7	3.2	109	2411	28.2	8.3	86
OUTDOOR-TELEVISION:																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88444	13660	100.0	15.4	100	2524	100.0	2.9	100	2597	100.0	2.9	100	8539	100.0	9.7	100
ATLANTIC MONTHLY	415	**74	0.5	17.8	115	**14	0.6	3.4	118	**17	0.7	4.1	140	**43	0.5	10.4	107
BARRON'S	522	**173	1.3	33.1	215	**14	0.6	2.7	94	**48	1.8	9.2	313	**111	1.3	21.3	220
BETTER HOMES & GARDENS	17429	3248	23.8	18.6	121	507	20.1	2.9	102	640	24.6	3.7	125	2101	24.6	12.1	125
BON APPETIT	2772	472	3.5	17.0	110	**61	2.4	2.2	77	**54	2.1	1.9	66	358	4.2	12.9	134
BUSINESS WEEK	1469	*252	1.8	17.2	111	**22	0.9	1.5	52	**39	1.5	2.7	90	*192	2.2	13.1	135
CAR AND DRIVER	397	**83	0.6	20.9	135	**0	0.0	0.0	0	**30	1.2	7.6	257	**53	0.6	13.4	138
CBS MAGAZINE NETWORK (GROSS)	1633	357	2.6	21.9	142	**54	2.1	3.3	116	**94	3.6	5.8	196	*210	2.5	12.9	133
CHANGING TIMES	1554	260	1.9	16.7	108	**14	0.6	0.9	32	**49	1.9	3.2	107	*197	2.3	12.7	131
COLONIAL HOMES	1304	*226	1.7	17.3	112	**69	2.7	5.3	185	**19	0.7	1.5	50	*139	1.6	10.7	110
CONDE NAST MAG. PKG. (GROSS)	17058	3136	23.0	17.6	114	455	18.0	2.5	89	547	21.1	3.1	104	2134	25.0	11.9	124
CONSUMERS DIGEST	1406	279	2.0	19.8	129	**60	2.4	4.3	150	**38	1.5	2.7	92	*181	2.1	12.9	133
COSMOPOLITAN	8819	1854	13.6	21.0	136	266	10.5	3.0	106	286	11.0	3.2	111	1302	15.2	14.8	153
COUNTRY LIVING	2636	541	4.0	20.5	133	**76	3.0	2.9	101	*133	5.1	5.0	172	332	3.9	12.6	130
CUISINE	1554	314	2.3	20.2	131	**56	2.2	3.6	126	**49	1.9	3.2	107	*209	2.4	13.4	139
CYCLE WORLD	469	**133	1.0	28.4	184	**27	1.1	5.8	202	**26	1.0	5.5	189	**80	0.9	17.1	177
DCI:CREATIVE IDEAS FOR LIV	2631	374	2.7	14.2	92	**60	2.4	2.3	80	**70	2.7	2.7	91	*243	2.8	9.2	96
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	944	6.9	13.4	87	*167	6.6	2.4	83	*193	7.4	2.7	93	583	6.8	8.3	85
DISCOVER	998	*212	1.6	21.2	138	**47	1.9	4.7	165	**23	0.9	2.3	79	*142	1.7	14.2	147
EBONY	4289	579	4.2	13.5	87	*144	5.7	3.4	118	*219	8.4	5.1	174	215	2.5	5.0	52
ESQUIRE	1176	*146	1.1	12.4	80	**19	0.8	1.6	57	**36	1.4	3.1	104	*90	1.1	7.7	79
ESSENCE	2392	380	2.8	15.9	103	**88	3.5	3.7	129	*158	6.1	6.6	225	*134	1.6	5.6	58
FAMILY CIRCLE	17209	2939	21.5	17.1	111	475	18.8	2.8	97	602	23.2	3.5	119	1862	21.8	10.8	112
THE FAMILY HANDYMAN	1184	*259	1.9	21.9	142	**39	1.5	3.3	115	**47	1.8	4.0	135	*173	2.0	14.6	151
FAMILY WEEKLY	12391	1844	13.5	14.9	96	279	11.1	2.3	79	390	15.0	3.1	107	1175	13.8	9.5	98
FIELD & STREAM	2438	358	2.6	14.7	95	**64	2.5	2.6	92	**58	2.2	2.4	81	*236	2.8	9.7	100
FOOD & WINE	614	*108	0.8	17.6	114	**27	1.1	4.4	154	**23	0.9	3.7	128	*58	0.7	9.4	98
FORBES	813	*217	1.6	26.7	173	**59	2.3	7.3	254	**23	0.9	2.8	96	*135	1.6	16.6	172
FORTUNE	1083	*251	1.8	23.2	150	**17	0.7	1.6	55	**8	0.3	0.7	25	*227	2.7	21.0	217
GENTLEMEN'S QUARTERLY	1197	*243	1.8	20.3	131	**25	1.0	2.1	73	*61	2.3	5.1	174	*157	1.8	13.1	136
GLAMOUR	6625	1163	8.5	17.6	114	*153	6.1	2.3	81	245	9.4	3.7	126	765	9.0	11.5	120
GOLF DIGEST	707	*188	1.4	26.6	172	**54	2.1	7.6	268	*31	1.2	4.4	149	*102	1.2	14.4	149
GOLF DIGEST/TENNIS (GROSS)	1316	284	2.1	21.6	140	**79	3.1	6.0	210	*42	1.6	3.2	109	*163	1.9	12.4	128
GOLF MAGAZINE	469	**84	0.6	17.9	116	*26	1.0	5.5	194	*31	1.2	6.6	225	*28	0.3	6.0	62
GOLF MAGAZINE/SKI (GROSS)	1060	*195	1.4	18.4	119	*31	1.2	2.9	103	*56	2.2	5.3	180	*108	1.3	10.2	106
GOOD HOUSEKEEPING	17784	3313	24.3	18.6	121	412	16.3	2.3	81	755	29.1	4.2	145	2145	25.1	12.1	125
HARPER'S BAZAAR	2931	450	3.3	15.4	99	**75	3.0	2.6	90	**95	3.7	3.2	110	*281	3.3	9.6	99
HEALTH	2199	446	3.3	20.3	131	**56	2.2	2.5	89	*165	6.4	7.5	256	*226	2.6	10.3	106
HEARST MAG CORP. BUY (GROSS)	49148	9306	68.1	18.9	123	1330	52.7	2.7	95	1817	70.0	3.7	126	6159	72.1	12.5	130
HEARST MAN POWER (GROSS)	2113	407	3.0	19.3	125	*51	2.0	2.4	85	*73	2.8	3.5	118	282	3.3	13.3	138
HEARST WOMAN POWER (GROSS)	35062	6817	49.9	19.4	126	921	36.5	2.6	92	1334	51.4	3.8	130	4563	53.4	13.0	135
HOUSE BEAUTIFUL	3865	658	4.8	17.0	110	*115	4.6	3.0	104	*137	5.3	3.5	121	406	4.8	10.5	109
INC.	315	**79	0.6	25.1	162	*11	0.4	3.5	122	*13	0.5	4.1	141	*55	0.6	17.5	181
JET	3690	648	4.7	17.6	114	*139	5.5	3.8	132	*216	8.3	5.9	199	293	3.4	7.9	82
LADIES' HOME JOURNAL	12930	2412	17.7	18.7	121	365	14.5	2.8	99	456	17.6	3.5	120	1592	18.6	12.3	128
LHJ FAMILY GRP COMBO(GROSS)	18161	3517	25.7	19.4	125	531	21.0	2.9	102	678	26.1	3.7	127	2308	27.0	12.7	132
LIFE	5065	959	7.0	18.9	123	*181	7.2	3.6	125	*177	6.8	3.5	119	602	7.1	11.9	123
L.A. TIMES HOME MAGAZINE	1310	*245	1.8	18.7	121	*63	2.5	4.8	169	*99	0.3	0.7	23	*173	2.0	13.2	137
MADEMOISELLE	3759	637	4.7	16.9	110	*113	4.5	3.0	105	*106	4.1	2.8	96	417	4.9	11.1	115
MC CALL'S	14658	2649	19.4	18.1	117	435	17.2	3.0	104	493	19.0	3.4	115	1720	20.1	11.7	122
MC CALL'S/MRK MOTHER (GROSS)	15857	2849	20.9	18.0	116	469	18.6	3.0	104	564	21.7	3.6	121	1816	21.3	11.5	119
MECHANIX ILLUSTRATED	809	*141	1.0	17.4	113	*37	1.5	4.6	160	*18	0.7	2.2	76	*85	1.0	10.5	109
METROPOLITAN HOME	1009	*166	1.2	16.5	107	*46	1.8	4.6	160	*19	0.7	1.9	64	*101	1.2	10.0	104
MONEY	1707	310	2.3	18.2	118	*30	1.2	1.8	62	*81	3.1	4.7	162	*199	2.3	11.7	121
MOTHER EARTH NEWS	1123	*189	1.4	16.8	109	*32	1.3	2.8	100	*40	1.5	3.6	121	*117	1.4	10.4	108
MS.	932	*207	1.5	22.2	144	*13	0.5	1.4	49	*61	2.3	6.5	223	*133	1.6	14.3	148
NATIONAL ENQUIRER	11971	1842	13.5	15.4	100	414	16.4	3.5	121	327	12.6	2.7	93	1101	12.9	9.2	95
NATIONAL GEOGRAPHIC	10503	2114	15.5	20.1	130	311	12.3	3.0	104	347	13.4	3.3	113	1456	17.1	13.9	144
NATIONAL SUNDAY MAGAZINE PKG	54325	9244	67.7	17.0	110	1597	63.3	2.9	103	1747	67.3	3.2	110	5899	69.1	10.9	112
NATURAL HISTORY	626	*137	1.0	21.9	142	*3	0.1	0.5	17	*19	0.7	3.0	103	*116	1.4	18.5	192
NEW WOMAN	1992	312	2.3	15.7	101	*31	1.2	1.6	55	*32	1.2	1.6	55	*249	2.9	12.5	129
NEW YORK INCLUDING CUE	547	**94	0.7	17.2	111	**10	0.4	1.8	64	**34	1.3	6.2	212	**50	0.6	9.1	95
THE NEW YORKER	1380	269	2.0	19.5	126	**52	2.1	3.8	132	**49	1.9	3.6	121	*168	2.0	12.2	126
NEWSWEEK	6925	1300	9.5	18.8	122	*177	7.0	2.6	90	264	10.2	3.8	130	859	10.1	12.4	129
THE N.Y. TIMES DAILY EDITION	1363	289	2.1	21.2	137	*40	1.6	2.9	103	*93	3.6	6.8	232	*155	1.8	11.4	118
THE N.Y. TIMES MAGAZINE	2333	391	2.9	16.8	109	*34	1.3	1.5	51	*121	4.7	5.2	177	*235	2.8	10.1	104
OWN	872	*122	0.9	14.0	91	*13	0.5	1.5	52	*12	0.5	1.4	47	*97	1.1	11.1	115
ON CABLE	1298	*369	2.7	28.4	184	*86	3.4	6.6	232	*48	1.8	3.7	126	*235	2.8	18.1	188
1001 HOME IDEAS	3032	659	4.8	21.7	141	*110	4.4	3.6	127	*58	2.2	1.9	65	491	5.8	16.2	168
ORGANIC GARDENING	1680	*278	2.0	16.5	107	*54	2.1	3.2	113	*39	1.5	2.3	79	*185	2.2	11.0	114
OUTDOOR LIFE	960	*212	1.6	22.1	143	*37	1.5	3.9	135	*45	1.7	4.7	160	*130	1.5	13.5	140
PARADE MAGAZINE	26755	4559	33.4	17.0	110	793	31.4	3.0	104	978	37.7	3.7	125	2788	32.7	10.4	108

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	13660	100.0	15.4	100	2524	100.0	2.9	100	2597	100.0	2.9	100	8539	100.0	9.7	100
PARENTS	4173	878	6.4	21.0	136	**65	2.6	1.6	55	*205	7.9	4.9	167	608	7.1	14.6	151
PENTHOUSE	973	*277	2.0	28.5	184	**42	1.7	4.3	151	**98	3.8	10.1	343	**137	1.6	14.1	146
PEOPLE	13479	2613	19.1	19.4	126	464	18.4	3.4	121	446	17.2	3.3	113	1703	19.9	12.6	131
PLAYBOY	2183	423	3.1	19.4	125	**48	1.9	2.2	77	*135	5.2	6.2	211	*239	2.8	10.9	113
POPULAR HOT RODDING	388	**77	0.6	19.8	129	**12	0.5	3.1	108	**11	0.4	2.8	97	**54	0.6	13.9	144
POPULAR MECHANICS	1037	*180	1.3	17.4	112	**40	1.6	3.9	135	**27	1.0	2.6	89	**113	1.3	10.9	113
POPULAR SCIENCE	920	*243	1.8	26.4	171	**32	1.3	3.5	122	**17	0.7	1.8	63	**195	2.3	21.2	220
PREVENTION	4071	642	4.7	15.8	102	**125	5.0	3.1	108	*160	6.2	3.9	134	358	4.2	8.8	91
PSYCHOLOGY TODAY	1940	391	2.9	20.2	131	**31	1.2	1.6	56	**70	2.7	3.6	123	289	3.4	14.9	154
READER'S DIGEST	24031	4030	29.5	16.8	109	799	31.7	3.3	117	944	36.3	3.9	134	2287	26.8	9.5	99
REDBOOK	8464	1651	12.1	19.5	126	242	9.6	2.9	100	293	11.3	3.5	118	1116	13.1	13.2	137
ROAD & TRACK	429	**130	1.0	30.3	196	**16	0.6	3.7	131	**30	1.2	7.0	238	**84	1.0	19.6	203
ROLLING STONE	1355	349	2.6	25.8	167	**54	2.1	4.0	140	**129	5.0	9.5	324	*167	2.0	12.3	128
RUNNER'S WORLD	329	**35	0.3	10.6	69	**8	0.3	2.4	85	**0	0.0	0.0	0	**27	0.3	8.2	85
SATURDAY EVENING POST	1268	287	2.1	22.6	147	**55	2.2	4.3	152	**49	1.9	3.9	132	*184	2.2	14.5	150
SCIENCE 84	702	*171	1.3	24.4	158	**30	1.2	4.3	150	**47	1.8	6.7	228	**93	1.1	13.2	137
SCIENCE DIGEST	553	*120	0.9	21.7	141	**3	0.1	0.5	19	**35	1.3	6.3	216	**82	1.0	14.8	154
SCIENTIFIC AMERICAN	615	**123	0.9	20.0	130	**13	0.5	2.1	74	**18	0.7	2.9	100	**92	1.1	15.0	155
SELF	2683	561	4.1	20.9	135	**50	2.0	1.9	65	**81	3.1	3.0	103	430	5.0	16.0	166
SEVENTEEN	3309	439	3.2	13.3	86	**69	2.7	2.1	73	**96	3.7	2.9	99	*273	3.2	8.3	85
SKI	591	**111	0.8	18.8	122	**5	0.2	0.8	30	**25	1.0	4.2	144	**81	0.9	13.7	142
SMITHSONIAN	3039	602	4.4	19.8	128	**66	2.6	2.2	76	*168	6.5	5.5	188	368	4.3	12.1	125
SOAP OPERA DIGEST	3683	599	4.4	16.3	105	**82	3.2	2.2	78	*179	6.9	4.9	166	338	4.0	9.2	95
SOUTHERN LIVING	4434	570	4.2	12.9	83	**107	4.2	2.4	85	**123	4.7	2.8	94	340	4.0	7.7	79
SPORT	701	*157	1.1	22.4	145	**8	0.3	1.1	40	**45	1.7	6.4	219	**104	1.2	14.8	154
THE SPORTING NEWS	518	**87	0.6	16.8	109	**0	0.0	0.0	0	**64	2.5	12.4	421	**23	0.3	4.4	46
SPORTS AFIELD	523	**107	0.8	20.5	132	**8	0.3	1.5	54	**12	0.5	2.3	78	**87	1.0	16.6	172
SPORTS ILLUSTRATED	3325	697	5.1	21.0	136	**74	2.9	2.2	78	*172	6.6	5.2	176	450	5.3	13.5	140
STAR	8567	1305	9.6	15.2	99	369	14.6	4.3	151	272	10.5	3.2	108	664	7.8	7.8	80
SUNDAY	27630	5366	39.3	19.4	126	938	37.2	3.4	119	965	37.2	3.5	119	3664	40.6	12.5	130
SUNSET	2219	469	3.4	21.1	137	**49	1.9	2.2	77	**104	4.0	4.7	160	316	3.7	14.2	148
TV GUIDE	24258	3933	28.8	16.2	105	708	28.1	2.9	102	704	27.1	2.9	99	2521	29.5	10.4	108
TENNIS	609	**96	0.7	15.8	102	**24	1.0	3.9	138	**10	0.4	1.6	56	**62	0.7	10.2	105
TIME	9929	1931	14.1	19.4	126	315	12.5	3.2	111	349	13.4	3.5	120	1267	14.8	12.8	132
TOWN & COUNTRY	1062	*191	1.4	18.0	116	**23	0.9	2.2	76	**24	0.9	2.3	77	**144	1.7	13.6	140
TRAVEL & LEISURE	1051	255	1.9	24.3	157	**38	1.5	3.6	127	**34	1.3	3.2	110	*182	2.1	17.3	179
TRUE STORY	3946	630	4.6	16.0	103	*115	4.6	2.9	102	*219	8.4	5.5	189	296	3.5	7.5	78
U.S. NEWS & WORLD REPORT	3782	694	5.1	18.4	119	**108	4.3	2.9	100	*142	5.5	3.8	128	443	5.2	11.7	121
USA TODAY	1874	403	3.0	21.5	139	**54	2.1	2.9	101	**53	2.0	2.8	96	296	3.5	15.8	164
US	2213	551	4.0	24.9	161	**95	3.8	4.3	150	**80	3.1	3.6	123	376	4.4	17.0	176
VOGUE	4792	776	5.7	16.2	105	*139	5.5	2.9	102	*115	4.4	2.4	82	521	6.1	10.9	113
WALL STREET JOURNAL	2045	486	3.6	23.8	154	**59	2.3	2.9	101	**131	5.0	6.4	218	296	3.5	14.5	150
WEIGHT WATCHERS	2364	505	3.7	21.4	138	**48	1.9	2.0	71	**85	3.3	3.6	122	371	4.3	15.7	163
WOMAN'S DAY	15182	2447	17.9	16.1	104	379	15.0	2.5	87	565	21.8	3.7	127	1503	17.6	9.9	103
WORKING MOTHER	1198	*200	1.5	16.7	108	**34	1.3	2.8	99	**70	2.7	5.8	199	**96	1.1	8.0	83
WORKING WOMAN	1523	299	2.2	19.6	127	**47	1.9	3.1	108	**68	2.6	4.5	152	*184	2.2	12.1	125
WORLD TENNIS	*183	**19	0.1	10.4	67	**0	0.0	0.0	0	**12	0.5	6.6	223	**7	0.1	3.8	40
ZIFF-DAVIS MAG NETWK (GROSS)	2776	517	3.8	18.6	121	**21	0.8	0.8	27	*153	5.9	5.5	188	343	4.0	12.4	128
BLAIR INSERTS	47909	8318	60.9	17.4	112	1418	56.2	3.0	104	1642	63.2	3.4	117	5258	61.6	11.0	114
DAILY NEWSPAPERS																	
READ ANY	56731	9112	66.7	16.1	104	1753	69.5	3.1	108	1840	70.9	3.2	110	5519	64.6	9.7	101
READ ONE	47696	7553	55.3	15.8	103	1466	58.1	3.1	108	1420	54.7	3.0	101	4667	54.7	9.8	101
READ TWO OR MORE	9034	1559	11.4	17.3	112	287	11.4	3.2	111	419	16.1	4.6	158	852	10.0	9.4	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	9699	71.0	16.8	109	1654	65.5	2.9	100	1876	72.2	3.2	111	6169	72.2	10.7	111
READ ONE	50513	8430	61.7	16.7	108	1493	59.2	3.0	104	1551	59.7	3.1	105	5387	63.1	10.7	110
READ TWO OR MORE	7219	1269	9.3	17.6	114	*161	6.4	2.2	78	325	12.5	4.5	153	783	9.2	10.8	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.54				27.48				28.03				32.20			
30 DAY REACH	78184	12393	90.7	15.9	103	2264	89.7	2.9	101	2375	91.5	3.0	103	7754	90.8	9.9	103
50 SHWG - 30 DAY AV FREQ	14.80	15.98				14.90				14.81				16.64			
30 DAY REACH	74239	11864	86.9	16.0	103	2112	83.7	2.8	100	2240	86.3	3.0	103	7512	88.0	10.1	105
25 SHWG - 30 DAY AV FREQ	8.05	8.65				8.36				7.94				8.93			
30 DAY REACH	68254	11004	80.6	16.1	104	1878	74.4	2.8	96	2072	79.8	3.0	103	7054	82.6	10.3	107
CABLE TV: HOME WIRED	35215	5991	43.9	17.0	110	838	33.2	2.4	83	1220	47.0	3.5	118	3934	46.1	11.2	116
HOME NOT WIRED	53250	7669	56.1	14.4	93	1686	66.8	3.2	111	1378	53.1	2.6	88	4605	53.9	8.6	90
HAVE PAY CABLE	17885	3460	25.3	19.3	125	*465	18.4	2.6	91	676	26.0	3.8	129	2319	27.2	13.0	134

	TOTAL U.S. '000	BLACK VELVET				CANADIAN CLUB				CANADIAN MIST				SEAGRAMS VO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	6830	100.0	4.1	100	14763	100.0	8.8	100	7630	100.0	4.5	100	13437	100.0	8.0	100
MALES	79263	3978	58.2	5.0	123	8711	59.0	11.0	125	4429	58.0	5.6	123	7804	58.1	9.8	123
FEMALES	88464	2852	41.8	3.2	79	6052	41.0	6.8	78	3201	42.0	3.6	80	5633	41.9	6.4	79
18 - 24	28671	1312	19.2	4.6	112	2449	16.6	8.5	97	1731	22.7	6.0	133	2689	20.0	9.4	117
25 - 34	39536	1985	29.1	5.0	123	3956	26.8	10.0	114	2034	26.7	5.1	113	3291	24.5	8.3	104
35 - 44	28978	1586	23.2	5.5	134	3162	21.4	10.9	124	1512	19.8	5.2	115	2597	19.3	9.0	112
45 - 54	22345	805	11.8	3.6	88	1852	12.5	8.3	94	1042	13.7	4.7	103	1765	13.1	7.9	99
55 - 64	22224	697	10.2	3.1	77	1953	13.2	8.8	100	831	10.9	3.7	82	1899	14.1	8.5	107
65 OR OLDER	25973	445	6.5	1.7	42	1391	9.4	5.4	61	480	6.3	1.8	41	1196	8.9	4.6	57
18 - 34	68207	3297	48.3	4.8	119	6405	43.4	9.4	107	3765	49.3	5.5	121	5980	44.5	8.8	109
18 - 49	108058	5296	77.5	4.9	120	10462	70.9	9.7	110	5778	75.7	5.3	118	9464	70.4	8.8	109
25 - 54	90859	4376	64.1	4.8	118	8970	60.8	9.9	112	4588	60.1	5.0	111	7654	57.0	8.4	105
35 - 49	39851	1999	29.3	5.0	123	4057	27.5	10.2	116	2014	26.4	5.1	111	3484	25.9	8.7	109
50 OR OLDER	59669	1534	22.5	2.6	63	4301	29.1	7.2	82	1852	24.3	3.1	68	3973	29.6	6.7	83
GRADUATED COLLEGE	28091	991	14.5	3.5	87	3044	20.6	10.8	123	1032	13.5	3.7	81	2453	18.3	8.7	109
ATTENDED COLLEGE	28938	1411	20.7	4.9	120	3480	23.6	12.0	137	1606	21.0	5.5	122	2904	21.6	10.0	125
GRADUATED HIGH SCHOOL	65503	2833	41.5	4.3	106	5946	40.3	9.1	103	3385	44.4	5.2	114	5647	42.0	8.6	108
DID NOT GRADUATE HIGH SCHOOL	45195	1595	23.4	3.5	87	2294	15.5	5.1	58	1607	21.1	3.6	78	2434	18.1	5.4	67
EMPLOYED MALES	56429	2898	42.4	5.1	126	6763	45.8	12.0	136	3353	43.9	5.9	131	5606	41.7	9.9	124
EMPLOYED FEMALES	43971	1498	21.9	3.4	84	3637	24.6	8.3	94	1883	24.7	4.3	94	3218	23.9	7.3	91
EMPLOYED FULL-TIME	87773	4017	58.8	4.6	112	9316	63.1	10.6	121	4622	60.6	5.3	116	7883	58.7	9.0	112
EMPLOYED PART-TIME	12627	*379	5.5	3.0	74	1085	7.3	8.6	98	*614	8.0	4.9	107	941	7.0	7.5	93
NOT EMPLOYED	67327	2434	35.6	3.6	89	4363	29.6	6.5	74	2395	31.4	3.6	78	4613	34.3	6.9	86
PROFESSIONAL/MANAGER	25845	1002	14.7	3.9	95	3339	22.6	12.9	147	1156	15.2	4.5	98	2399	17.9	9.3	116
TECH/CLERICAL/SALES	30895	1373	20.1	4.4	109	3153	21.4	10.2	116	1579	20.7	5.1	112	2763	20.6	8.9	112
PRECISION/CRAFT	12629	646	9.5	5.1	126	1373	9.3	10.9	124	851	11.2	6.7	148	1222	9.1	9.7	121
OTHER EMPLOYED	31031	1375	20.1	4.4	109	2536	17.2	8.2	93	1650	21.6	5.3	117	2440	18.2	7.9	98
SINGLE	35557	1768	25.9	5.0	122	3278	22.2	9.2	105	2088	27.4	5.9	129	3210	23.9	9.0	113
MARRIED	103585	4256	62.3	4.1	101	9491	64.3	9.2	104	4402	57.7	4.2	93	8547	63.6	8.3	103
DIVORCED/SEPARATED/WIDOWED	28585	806	11.8	2.8	69	1995	13.5	7.0	79	1140	14.9	4.0	88	1681	12.5	5.9	73
PARENTS	59295	3093	45.3	5.2	128	5323	36.1	9.0	102	2770	36.3	4.7	103	5095	37.9	8.6	107
WHITE	146081	6154	90.1	4.2	103	13335	90.3	9.1	104	6460	84.7	4.4	97	12098	90.0	8.3	103
BLACK	17974	563	8.2	3.1	77	1211	8.2	6.7	77	1121	14.7	6.2	137	1096	8.2	6.1	76
OTHER	3672	**112	1.6	3.1	75	**217	1.5	5.9	67	**49	0.6	1.3	29	**243	1.8	6.6	83
NORTHEAST-CENSUS	37005	1416	20.7	3.8	94	3942	26.7	10.7	121	1048	13.7	2.8	62	3607	26.8	9.7	122
NORTH CENTRAL	42642	2198	32.2	5.2	127	4610	31.2	10.8	123	2596	34.0	6.1	134	3918	29.2	9.2	115
SOUTH	56777	866	12.7	1.5	37	3495	23.7	6.2	70	2691	35.3	4.7	104	3121	23.2	5.5	69
WEST	31303	2350	34.4	7.5	184	2716	18.4	8.7	99	1295	17.0	4.1	91	2791	20.8	8.9	111
NORTHEAST-MKTG.	38125	1120	16.4	2.9	72	3647	24.7	9.6	109	1063	13.9	2.8	61	3444	25.6	9.0	113
EAST CENTRAL	24794	1651	24.2	6.7	164	2863	19.4	11.5	131	1398	18.3	5.6	124	2250	16.7	9.1	113
WEST CENTRAL	28511	1506	22.0	5.3	130	2919	19.8	10.2	116	1625	21.3	5.7	125	2701	20.1	9.5	118
SOUTH	48953	718	10.5	1.5	36	3116	21.1	6.4	72	2485	32.6	5.1	112	2714	20.2	5.5	69
PACIFIC	27344	1834	26.9	6.7	165	2219	15.0	8.1	92	1058	13.9	3.9	85	2328	17.3	8.5	106
COUNTY SIZE A	69301	2102	30.8	3.0	74	6891	46.7	9.9	113	2708	35.5	3.9	86	6415	47.7	9.3	116
COUNTY SIZE B	50633	2180	31.9	4.3	106	4739	32.1	9.4	106	2808	36.8	5.5	122	4103	30.5	8.1	101
COUNTY SIZE C	26259	1444	21.1	5.5	135	2116	14.3	8.1	92	1366	17.9	5.2	114	2019	15.0	7.7	96
COUNTY SIZE D	21534	1103	16.1	5.1	126	1017	6.9	4.7	54	748	9.8	3.5	76	901	6.7	4.2	52
METRO CENTRAL CITY	50014	1968	28.8	3.9	97	4590	31.1	9.2	104	2395	31.4	4.8	105	4080	30.4	8.2	102
METRO SUBURBAN	76832	2684	39.3	3.5	86	7837	53.1	10.2	116	3280	43.0	4.3	94	6958	51.8	9.1	113
NON METRO	40881	2178	31.9	5.3	131	2336	15.8	5.7	65	1955	25.6	4.8	105	2398	17.8	5.9	73
TOP 5 ADI'S	39550	1389	20.3	3.5	86	3900	26.4	9.9	112	1533	20.1	3.9	85	4052	30.2	10.2	128
TOP 10 ADI'S	54877	1595	23.4	2.9	71	5330	36.1	9.7	110	2015	26.4	3.7	81	5155	38.4	9.4	117
TOP 20 ADI'S	77516	2555	37.4	3.3	81	7382	50.0	9.5	108	3186	41.8	4.1	90	6984	52.0	9.0	112
HSGLD INC. \$50,000 OR MORE	17257	*644	9.4	3.7	92	2244	15.2	13.0	148	712	9.3	4.1	91	1760	13.1	10.2	127
\$40,000 OR MORE	33235	1371	20.1	4.1	101	3675	24.9	11.1	126	1375	18.0	4.1	91	3151	23.5	9.5	118
\$30,000 OR MORE	59693	2554	37.4	4.3	105	6590	44.6	11.0	125	2536	33.2	4.2	93	5584	41.6	9.4	117
\$25,000 OR MORE	76275	3383	49.5	4.4	109	8257	55.9	10.8	123	3408	44.7	4.5	98	7161	53.3	9.4	117
\$20,000 - \$24,999	18607	980	14.3	5.3	129	1760	11.9	9.5	107	943	12.4	5.1	111	1671	12.4	9.0	112
\$15,000 - \$19,999	17175	678	9.9	3.9	97	1616	10.9	9.4	107	1039	13.6	6.0	133	1203	9.0	7.0	87
\$10,000 - \$14,999	24569	886	13.0	3.6	89	1759	11.9	7.2	81	1087	14.2	4.4	97	1800	13.4	7.3	91
UNDER \$10,000	31101	903	13.2	2.9	71	1371	9.3	4.4	50	1153	15.1	3.7	81	1602	11.9	5.2	64
HOUSEHOLD OF 1 PERSON	19441	483	7.1	2.5	61	1474	10.0	7.6	86	679	8.9	3.5	77	1295	9.6	6.7	83
2 PEOPLE	51803	1573	23.0	3.0	75	4379	29.7	8.5	96	2354	30.9	4.5	100	3774	28.1	7.3	91
3 OR 4 PEOPLE	66933	3011	44.1	4.5	110	6287	42.6	9.4	107	3013	39.5	4.5	99	5786	43.1	8.6	108
5 OR MORE PEOPLE	29550	1763	25.8	6.0	147	2624	17.8	8.9	101	1584	20.8	5.4	118	2583	19.2	8.7	109
NO CHILD IN HSHLD	96587	3108	45.5	3.2	79	8402	56.9	8.7	99	4271	56.0	4.4	97	7296	54.3	7.6	94
CHILD(REN) UNDER 2 YRS	10844	*563	8.2	5.2	127	914	6.2	8.4	96	*590	7.7	5.4	120	1047	7.8	9.7	121
2 - 5 YEARS	26358	1472	21.6	5.6	137	2081	14.1	7.9	90	1495	19.6	5.7	125	2124	15.8	8.1	101
6 - 11 YEARS	30453	1559	22.8	5.1	126	2734	18.5	9.0	102	1669	21.9	5.5	120	2594	19.3	8.5	106
12 - 17 YEARS	36575	2148	31.4	5.9	144	3492	23.7	9.5	108	1692	22.2	4.6	102	3221	24.0	8.8	110
RESIDENCE OWNED	117770	4544	66.5	3.9	95	10598	71.8	9.0	102	5032	66.0	4.3	94	9578	71.3	8.1	102
VALUE: \$50,000 OR MORE	70166	2778	40.7	4.0	97	7337	49.7	10.5	119	2815	36.9	4.0	88	6461	48.1	9.2	115
VALUE: UNDER \$50,000	47604	1766	25.9	3.7	91	3262	22.1	6.9	78	2218	29.1	4.7	102	3118	23.2	6.5	82

		TOTAL U.S. '000	BLACK VELVET				CANADIAN CLUB				CANADIAN MIST				SEAGRAMS VO			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	6830	100.0	4.1	100	14763	100.0	8.8	100	7630	100.0	4.5	100	13437	100.0	8.0	100
MAGAZINES	QUINTILE 1	34022	1924	28.2	5.7	139	4186	28.4	12.3	140	1991	26.1	5.9	129	3714	27.6	10.9	136
	QUINTILE 2	34800	1679	24.6	4.8	118	3319	22.5	9.5	108	1785	23.4	5.1	113	3036	22.6	8.7	109
	QUINTILE 3	30514	1082	15.8	3.5	87	2896	19.6	9.5	108	1433	18.8	4.7	103	2439	18.2	8.0	100
	QUINTILE 4	33324	1149	16.8	3.4	85	2647	17.9	7.9	90	1334	17.5	4.0	88	2347	17.5	7.0	88
	QUINTILE 5	35066	996	14.6	2.8	70	1715	11.6	4.9	56	1088	14.3	3.1	68	1901	14.1	5.4	68
NEWSPAPERS	QUINTILE 1	29107	1193	17.5	4.1	101	3412	23.1	11.7	133	1358	17.8	4.7	103	2950	22.0	10.1	127
	QUINTILE 2	49095	1903	27.9	3.9	95	4611	31.2	9.4	107	1995	26.1	4.1	89	4405	32.8	9.0	112
	QUINTILE 3	23107	936	13.7	4.1	99	2043	13.8	8.8	100	1149	15.1	5.0	109	1730	12.9	7.5	93
	QUINTILE 4	33556	1494	21.9	4.5	109	2606	17.7	7.8	88	1509	19.8	4.5	99	2439	18.2	7.3	91
	QUINTILE 5	32863	1304	19.1	4.0	97	2092	14.2	6.4	72	1620	21.2	4.9	108	1914	14.2	5.8	73
OUTDOOR	QUINTILE 1	33431	1620	23.7	4.8	119	3318	22.5	9.9	113	1688	22.1	5.0	111	3101	23.1	9.3	116
	QUINTILE 2	33478	1550	22.7	4.6	114	3354	22.7	10.0	114	1714	22.5	5.1	113	3185	23.7	9.5	119
	QUINTILE 3	33574	1262	18.5	3.8	92	2916	19.8	8.7	99	1595	20.9	4.8	104	2663	19.8	7.9	99
	QUINTILE 4	33935	1291	18.9	3.8	93	2752	18.6	8.1	92	1277	16.7	3.8	83	2535	18.9	7.5	93
	QUINTILE 5	33310	1106	16.2	3.3	82	2423	16.4	7.3	83	1357	17.8	4.1	90	1953	14.5	5.9	73
RADIO-DRIVE TIME	QUINTILE 1	33136	1547	22.7	4.7	115	3323	22.5	10.0	114	1997	26.2	6.0	132	2542	18.9	7.7	96
	QUINTILE 2	31658	1393	20.4	4.4	108	3387	22.9	10.7	122	1499	19.6	4.7	104	2747	20.4	8.7	108
	QUINTILE 3	32541	1298	19.0	4.0	98	2506	17.0	7.7	87	1254	16.4	3.9	85	2740	20.4	8.4	105
	QUINTILE 4	34247	1525	22.3	4.5	109	3120	21.1	9.1	104	1752	23.0	5.1	112	2972	22.1	8.7	108
	QUINTILE 5	36144	1066	15.6	2.9	72	2427	16.4	6.7	76	1128	14.8	3.1	69	2437	18.1	6.7	84
RADIO-MID- DAY	TERCILE 1	45037	2034	29.8	4.5	111	4390	29.7	9.7	111	2170	28.4	4.8	106	3847	28.6	8.5	107
	TERCILE 2	44819	1771	25.9	4.0	97	3727	25.2	8.3	94	2055	26.9	4.6	101	3447	25.7	7.7	96
	TERCILE 3	77872	3025	44.3	3.9	95	6646	45.0	8.5	97	3405	44.6	4.4	96	6143	45.7	7.9	98
RADIO-TOTAL	QUINTILE 1	33763	1576	23.1	4.7	115	3362	22.8	10.0	113	1980	26.0	5.9	129	2847	21.2	8.4	105
	QUINTILE 2	33240	1302	19.1	3.9	96	3043	20.6	9.2	104	1609	21.1	4.8	106	2623	19.5	7.9	99
	QUINTILE 3	33408	1435	21.0	4.3	105	3329	22.5	10.0	113	1332	17.5	4.0	88	2801	20.8	8.4	105
	QUINTILE 4	34792	1492	21.8	4.3	105	2689	18.2	7.7	88	1570	20.6	4.5	99	2847	21.2	8.2	102
	QUINTILE 5	32524	1025	15.0	3.2	77	2340	15.9	7.2	82	1139	14.9	3.5	77	2320	17.3	7.1	89
TV-PRIME TIME	QUINTILE 1	33090	1097	16.1	3.3	81	2572	17.4	7.8	88	1355	17.8	4.1	90	2537	18.9	7.7	96
	QUINTILE 2	33357	1407	20.6	4.2	104	3427	23.2	10.3	117	1631	21.4	4.9	107	2831	21.1	8.5	106
	QUINTILE 3	33980	1420	20.8	4.2	103	3414	23.1	10.0	114	1621	21.2	4.8	105	2780	20.7	8.2	102
	QUINTILE 4	33854	1567	22.9	4.6	114	2811	19.0	8.3	94	1617	21.2	4.8	105	2917	21.7	8.6	108
	QUINTILE 5	33444	1339	19.6	4.0	98	2540	17.2	7.6	86	1407	18.4	4.2	92	2372	17.7	7.1	89
TV-DAYTIME	TERCILE 1	49121	1900	27.8	3.9	95	3481	23.6	7.1	81	1913	25.1	3.9	86	3385	25.2	6.9	86
	TERCILE 2	48823	1977	28.9	4.0	99	4585	31.1	9.4	107	2346	30.7	4.8	106	4199	31.2	8.6	107
	TERCILE 3	69782	2952	43.2	4.2	104	6698	45.4	9.6	109	3371	44.2	4.8	106	5853	43.6	8.4	105
TV-TOTAL	QUINTILE 1	33584	1168	17.1	3.5	85	2592	17.6	7.7	88	1471	19.3	4.4	96	2399	17.9	7.1	89
	QUINTILE 2	33441	1253	18.3	3.7	92	3136	21.2	9.4	107	1475	19.3	4.4	97	2967	22.1	8.9	111
	QUINTILE 3	33505	1411	20.7	4.2	103	3053	20.7	9.1	104	1553	20.4	4.6	102	2562	19.1	7.6	95
	QUINTILE 4	33466	1345	19.7	4.0	99	3232	21.9	9.7	110	1647	21.6	4.9	108	2901	21.6	8.7	108
	QUINTILE 5	33731	1653	24.2	4.9	120	2750	18.6	8.2	93	1483	19.4	4.4	97	2609	19.4	7.7	97
MAGAZINES-NEWSPAPERS: DUAL		44503	2090	30.6	4.7	115	5098	34.5	11.5	130	2032	26.6	4.6	100	4502	33.5	10.1	126
MAGAZINE IMPERATIVE		39363	2043	29.9	5.2	127	3699	25.1	9.4	107	2380	31.2	6.0	133	3293	24.5	8.4	104
NEWSPAPER IMPERATIVE		46441	1414	20.7	3.0	75	3884	26.3	8.4	95	1844	24.2	4.0	87	3576	26.6	7.7	96
MAGAZINES-OUTDOOR: DUAL		33726	1768	25.9	5.2	129	3882	26.3	11.5	131	1818	23.8	5.4	118	3375	25.1	10.0	125
MAGAZINE IMPERATIVE		52846	2386	34.9	4.5	111	5228	35.4	9.9	112	2698	35.4	5.1	112	4541	33.8	8.6	107
OUTDOOR IMPERATIVE		52140	1940	28.4	3.7	91	4046	27.4	7.8	88	2213	29.0	4.2	93	4004	29.8	7.7	96
MAGAZINES-RADIO: DUAL		37081	1810	26.5	4.9	120	3908	26.5	10.5	120	2159	28.3	5.8	128	3471	25.8	9.4	117
MAGAZINE IMPERATIVE		49747	2420	35.4	4.9	119	5158	34.9	10.4	118	2337	30.6	4.7	103	4776	35.5	9.6	120
RADIO IMPERATIVE		49208	1691	24.8	3.4	84	4047	27.4	8.2	93	2123	27.8	4.3	95	3314	24.7	6.7	84
MAGAZINES-TELEVISION: DUAL		33103	1409	20.6	4.3	105	3502	23.7	10.6	120	1731	22.7	5.2	115	3329	24.8	10.1	126
MAGAZINE IMPERATIVE		54575	2808	41.1	5.1	126	5788	39.2	10.6	120	2860	37.5	5.2	115	4998	37.2	9.2	114
TELEVISION IMPERATIVE		53249	1547	22.7	2.9	71	3780	25.6	7.1	81	1987	26.0	3.7	82	3335	24.8	6.3	78
NEWSPAPERS-OUTDOOR: DUAL		36255	1506	22.0	4.2	102	3950	26.8	10.9	124	1699	22.3	4.7	103	3889	28.9	10.7	134
NEWSPAPER IMPERATIVE		55591	2054	30.1	3.7	91	5257	35.6	9.5	107	2316	30.4	4.2	92	4355	32.4	7.8	98
OUTDOOR IMPERATIVE		48319	2301	33.7	4.8	117	4020	27.2	8.3	95	2595	34.0	5.4	118	3727	27.7	7.7	96
NEWSPAPERS-RADIO: DUAL		37242	1466	21.5	3.9	97	3529	23.9	9.5	108	1870	24.5	5.0	110	3291	24.5	8.8	110
NEWSPAPER IMPERATIVE		54423	2130	31.2	3.9	96	5568	37.7	10.2	116	2046	26.8	3.8	83	5092	37.9	9.4	117
RADIO IMPERATIVE		46650	2182	31.9	4.7	115	4282	29.0	9.2	104	2357	30.9	5.1	111	3240	24.1	6.9	87
NEWSPAPERS-TELEVISION: DUAL		35974	1256	18.4	3.5	86	3577	24.2	9.9	113	1668	21.9	4.6	102	3347	24.9	9.3	116
NEWSPAPER IMPERATIVE		56095	2330	34.1	4.2	102	5671	38.4	10.1	115	2324	30.5	4.1	91	5007	37.3	8.9	111
TELEVISION IMPERATIVE		47170	1837	26.9	3.9	96	3418	23.2	7.2	82	2113	27.7	4.5	98	3067	22.8	6.5	81
OUTDOOR-RADIO: DUAL		33748	1559	22.8	4.6	113	3448	23.4	10.2	116	1848	24.2	5.5	120	2965	22.1	8.8	110
OUTDOOR IMPERATIVE		52785	2284	33.4	4.3	106	4831	32.7										

	TOTAL U.S. '000	BLACK VELVET				CANADIAN CLUB				CANADIAN MIST				SEAGRAMS VO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	6830	100.0	4.1	100	14763	100.0	8.8	100	7630	100.0	4.5	100	13437	100.0	8.0	100
ATLANTIC MONTHLY	867	**38	0.6	4.4	108	**92	0.6	10.6	121	**56	0.7	6.5	142	**63	0.5	7.3	91
BARRON'S	1580	**57	0.8	3.6	89	367	2.5	23.2	264	**115	1.5	7.3	160	**328	2.4	20.8	259
BETTER HOMES & GARDENS	22203	1057	15.5	4.8	117	2232	15.1	10.1	114	1210	15.9	5.4	120	2007	14.9	9.0	113
BON APPETIT	3810	*158	2.3	4.1	102	431	2.9	11.3	129	*206	2.7	5.4	119	245	1.8	6.4	80
BUSINESS WEEK	4663	**100	1.5	2.1	53	554	3.8	11.9	135	*199	2.6	4.3	94	478	3.6	10.3	128
CAR AND DRIVER	3102	**120	1.8	3.9	95	442	3.0	14.2	162	*277	3.6	8.9	196	406	3.0	13.1	163
CBS MAGAZINE NETWORK (GROSS)	7311	388	5.7	5.3	130	909	6.2	12.4	141	814	10.7	11.1	245	748	5.6	10.2	128
CHANGING TIMES	3400	*170	2.5	5.0	123	470	3.2	13.8	157	*254	3.3	7.5	164	486	3.6	14.3	178
COLONIAL HOMES	1796	**59	0.9	3.3	81	*202	1.4	11.2	128	*159	2.1	8.9	195	*146	1.1	8.1	101
CONDE NAST MAG. PKG. (GROSS)	19924	738	10.8	3.7	91	1791	12.1	9.0	102	1009	13.2	5.1	111	1764	13.1	8.9	111
CONSUMERS DIGEST	3125	*188	2.8	6.0	148	452	3.1	14.5	164	*206	2.7	6.6	145	448	3.3	14.3	179
COSMOPOLITAN	10577	456	6.7	4.3	106	1010	6.8	9.5	108	543	7.1	5.1	113	979	7.3	9.3	116
COUNTRY LIVING	3746	*146	2.1	3.9	96	389	2.6	10.4	118	*260	3.4	6.9	153	346	2.6	9.2	115
CUISINE	2214	**119	1.7	5.4	132	271	1.8	12.2	139	*180	2.4	8.1	179	*207	1.5	9.3	117
CYCLE WORLD	2394	**118	1.7	4.9	121	*265	1.8	11.1	126	*233	3.1	9.7	214	*228	1.7	9.5	119
DCI:CREATIVE IDEAS FOR LIV	3068	*139	2.0	4.5	111	*223	1.5	7.3	83	*193	2.5	6.3	138	*263	2.0	8.6	107
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*209	3.1	2.2	54	773	5.2	8.1	92	499	6.5	5.2	115	684	5.1	7.2	89
DISCOVER	2277	*177	2.6	7.8	191	*250	1.7	11.0	125	*149	2.0	6.5	144	*279	2.1	12.3	153
EBONY	7187	315	4.6	4.4	108	574	3.9	8.0	91	539	7.1	7.5	165	465	3.5	6.5	81
ESQUIRE	2560	*122	1.8	4.8	117	249	1.7	9.7	111	*170	2.2	6.6	146	204	1.5	8.0	99
ESSENCE	3242	*200	2.9	6.2	151	277	1.9	8.5	97	324	4.2	10.0	220	*173	1.3	5.3	67
FAMILY CIRCLE	19639	732	10.7	3.7	92	1728	11.7	8.8	100	985	12.9	5.0	110	1527	11.4	7.8	97
THE FAMILY HANDYMAN	3540	*271	4.0	7.7	188	415	2.8	11.7	133	415	5.4	11.7	258	477	3.5	13.5	168
FAMILY WEEKLY	23924	1054	15.4	4.4	108	2009	13.6	8.4	95	1085	14.2	4.5	100	1885	14.0	7.9	98
FIELD & STREAM	9883	606	8.9	6.1	151	985	6.7	10.0	113	736	9.6	7.4	164	896	6.7	9.1	113
FOOD & WINE	1030	**56	0.8	5.4	134	*128	0.9	12.4	141	**81	1.1	7.9	173	**93	0.7	9.0	113
FORBES	2679	**63	0.9	2.4	58	489	3.3	18.3	207	**118	1.5	4.4	97	485	3.6	18.1	226
FORTUNE	2931	**113	1.7	3.9	95	478	3.2	16.3	185	*181	2.4	6.2	136	475	3.5	16.2	202
GENTLEMEN'S QUARTERLY	3481	*251	3.7	7.2	177	476	3.2	13.7	155	*265	3.5	7.6	167	444	3.3	12.8	159
GLAMOUR	7163	*262	3.8	3.7	90	693	4.7	9.7	110	331	4.3	4.6	102	667	5.0	9.3	116
GOLF DIGEST	2355	*167	2.4	7.1	174	393	2.7	16.7	190	*193	2.5	8.2	180	281	2.1	11.9	149
GOLF DIGEST/TENNIS (GROSS)	3610	*219	3.2	6.1	149	548	3.7	15.2	172	*340	4.5	9.4	207	394	2.9	10.9	136
GOLF MAGAZINE	2046	**93	1.4	4.5	112	272	1.8	13.3	151	*170	2.2	8.3	183	215	1.6	10.5	131
GOLF MAGAZINE/SKI (GROSS)	3547	*172	2.5	4.8	119	480	3.3	13.5	154	314	4.1	8.9	195	374	2.8	10.5	132
GOOD HOUSEKEEPING	20353	771	11.3	3.8	93	1789	12.1	8.8	100	960	12.6	4.7	104	1706	12.7	8.4	105
HARPER'S BAZAAR	3362	*214	3.1	6.4	156	*268	1.8	8.0	91	*218	2.9	6.5	143	*265	2.0	7.9	98
HEALTH	2987	*209	3.1	7.0	172	*307	2.1	10.3	117	*182	2.4	6.1	134	*267	2.0	8.9	112
HEARST MAG CORP. BUY (GROSS)	67928	3121	45.7	4.6	113	6645	45.0	9.8	111	4264	55.9	6.3	138	6171	45.9	9.1	113
HEARST MAN POWER (GROSS)	11282	812	11.9	7.2	177	1344	9.1	11.9	135	1032	13.5	9.1	201	1235	9.2	10.9	137
HEARST WOMAN POWER (GROSS)	40514	1635	23.9	4.0	99	3708	25.1	9.2	104	2032	26.6	5.0	110	3482	25.9	8.6	107
HOUSE BEAUTIFUL	4885	*186	2.7	3.8	94	478	3.2	9.8	111	*331	4.3	6.8	149	441	3.3	9.0	113
INC.	1308	**59	0.9	4.5	111	*242	1.6	18.5	210	**107	1.4	8.2	180	**196	1.5	15.0	187
JET	6498	353	5.2	5.4	133	595	4.0	9.2	104	697	9.1	10.7	236	560	4.2	8.6	108
LADIES' HOME JOURNAL	14797	610	8.9	4.1	101	1282	8.7	8.7	98	792	10.4	5.4	118	1177	8.8	8.0	99
LHJ FAMILY GRP COMBO(GROSS)	21743	1070	15.7	4.9	121	2010	13.6	9.2	105	1285	16.8	5.9	130	1936	14.4	8.9	111
LIFE	9881	554	8.1	5.6	138	1029	7.0	10.4	118	552	7.2	5.6	123	1014	7.5	10.3	128
L.A. TIMES HOME MAGAZINE	2775	**54	0.8	1.9	48	329	2.2	11.9	135	**119	1.6	4.3	94	274	2.0	9.9	123
MADMOISELLE	4219	**130	1.9	3.1	76	368	2.5	8.7	99	*209	2.7	5.0	109	359	2.7	8.5	106
MC CALL'S	16422	786	11.5	4.8	118	1572	10.6	9.6	109	825	10.8	5.0	110	1322	9.8	8.1	100
MC CALL'S/WRK MOTHER (GROSS)	17919	846	12.4	4.7	116	1739	11.8	9.7	110	1020	13.4	5.7	125	1516	11.3	8.5	106
MECHANIX ILLUSTRATED	4433	*267	3.9	6.0	148	450	3.0	10.2	115	436	5.7	9.8	216	619	4.6	14.0	174
METROPOLITAN HOME	1504	**74	1.1	4.9	121	*139	0.9	9.2	105	**135	1.8	9.0	197	**130	1.0	8.6	108
MONEY	4723	*198	2.9	4.2	103	699	4.7	14.8	168	280	3.7	5.9	130	703	5.2	14.9	186
MOTHER EARTH NEWS	2325	*172	2.5	7.4	182	269	1.8	11.6	131	*231	3.0	9.9	218	255	1.9	11.0	137
MS.	1189	**110	1.6	9.3	227	*157	1.1	13.2	150	**146	1.9	12.3	270	**90	0.7	7.6	94
NATIONAL ENQUIRER	18892	915	13.4	4.8	119	1525	10.3	8.1	92	1094	14.3	5.8	127	1466	10.9	7.8	97
NATIONAL GEOGRAPHIC	22129	1119	16.4	5.1	124	2660	18.0	12.0	137	1319	17.3	6.0	131	2315	17.2	10.5	131
NATIONAL SUNDAY MAGAZINE PKG	103750	4235	62.0	4.1	100	10228	69.3	9.9	112	4853	63.6	4.7	103	9341	69.5	9.0	112
NATURAL HISTORY	1379	**85	1.2	6.2	151	*204	1.4	14.8	168	**128	1.7	9.3	204	**134	1.0	9.7	121
NEW WOMAN	2289	**141	2.1	6.2	151	*234	1.6	10.2	116	**188	2.5	8.2	181	*144	1.1	6.3	79
NEW YORK INCLUDING CUE	1088	**7	0.1	0.6	16	*109	0.7	10.0	114	**62	0.8	5.7	125	**105	0.8	9.7	120
THE NEW YORKER	2459	**99	1.4	4.0	99	366	2.5	14.9	169	*168	2.2	6.8	150	293	2.2	11.9	149
NEWSWEEK	16527	906	13.3	5.5	135	2044	13.8	12.4	141	845	11.1	5.1	112	1820	13.5	11.0	137
THE N.Y. TIMES DAILY EDITION	2739	**48	0.7	1.8	43	376	2.5	13.7	156	**52	0.7	1.9	42	301	2.2	11.0	137
THE N.Y. TIMES MAGAZINE	4443	**89	1.3	2.0	49	536	3.6	12.1	137	**61	0.8	1.4	30	446	3.3	10.0	125
OMNI	2799	**156	2.3	5.6	137	309	2.1	11.0	125	*177	2.3	6.3	139	288	2.1	10.3	128
ON CABLE	2209	**156	2.3	7.1	173	307	2.1	13.9	158	**151	2.0	6.8	150	*287	2.1	13.0	162
1001 HOME IDEAS	3959	*251	3.7	6.3	156	422	2.9	10.7	121	*310	4.1	7.8	172	492	3.7	12.4	155
ORGANIC GARDENING	3111	**146	2.1	4.7	115	295	2.0	9.5	108	*183	2.4	5.9	129	268	2.0	8.6	108
OUTDOOR LIFE	5024	344	5.0	6.8	168	518	3.5	10.3	117	509	6.7	10.1	223	539	4.0	10.7	134
PARADE MAGAZINE	51292	2319	34.0	4.5	111	4998	33.9	9.7	111	2289	30.0	4.5	98	4959	36.9	9.7	121

	TOTAL U.S. '000	BLACK VELVET				CANADIAN CLUB				CANADIAN MIST				SEAGRAMS VO			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	6830	100.0	4.1	100	14763	100.0	8.8	100	7630	100.0	4.5	100	13437	100.0	8.0	100
PARENTS	5298	364	5.3	6.9	169	456	3.1	8.6	98	341	4.5	6.4	141	480	3.6	9.1	113
PENTHOUSE	5129	532	7.8	10.4	255	832	5.6	16.2	184	585	7.7	11.4	251	688	5.1	13.4	167
PEOPLE	21070	909	13.3	4.3	106	2365	16.0	11.2	128	1178	15.4	5.6	123	2143	15.9	10.2	127
PLAYBOY	10562	710	10.4	6.7	165	1540	10.4	14.6	166	851	11.2	8.1	177	1283	9.5	12.1	152
POPULAR HOT RODDING	2498	**128	1.9	5.1	126	*361	2.4	14.5	164	*213	2.8	8.5	187	379	2.8	15.2	189
POPULAR MECHANICS	5887	423	6.2	7.2	176	701	4.7	11.9	135	452	5.9	7.7	169	659	4.9	11.2	140
POPULAR SCIENCE	4317	*285	4.2	6.6	162	595	4.0	13.8	157	385	5.0	8.9	196	649	4.8	15.0	188
PREVENTION	5792	*178	2.6	3.1	75	546	3.7	9.4	107	290	3.8	5.0	110	294	2.2	5.1	63
PSYCHOLOGY TODAY	3284	*208	3.0	6.3	156	350	2.4	10.7	121	*173	2.3	5.3	116	351	2.6	10.7	133
READER'S DIGEST	40046	1736	25.4	4.3	106	3529	23.9	8.8	100	1994	26.1	5.0	109	3454	25.7	8.6	108
REDBOOK	9584	408	6.0	4.3	105	910	6.2	9.5	108	529	6.9	5.5	121	797	5.9	8.3	104
ROAD & TRACK	2590	**121	1.8	4.7	115	372	2.5	14.4	163	*243	3.2	9.4	206	333	2.5	12.9	160
ROLLING STONE	3302	*254	3.7	7.7	189	514	3.5	15.6	177	*235	3.1	7.1	156	395	2.9	12.0	149
RUNNER'S WORLD	1229	**73	1.1	5.9	146	*176	1.2	14.3	163	*111	1.5	9.0	199	*126	0.9	10.3	128
SATURDAY EVENING POST	2110	**90	1.3	4.3	105	239	1.6	11.3	129	*142	1.9	6.7	148	*136	1.0	6.4	80
SCIENCE 84	1543	**162	2.4	10.5	258	*153	1.0	9.9	113	*164	2.1	10.6	234	*158	1.2	10.2	128
SCIENCE DIGEST	1747	**97	1.4	5.6	136	*164	1.1	9.4	107	*136	1.8	7.8	171	*146	1.1	8.4	104
SCIENTIFIC AMERICAN	1994	**73	1.1	3.7	90	*286	1.9	14.3	163	*169	2.2	8.5	186	*252	1.9	12.6	158
SELF	3119	*193	2.8	6.2	152	298	2.0	9.6	109	*239	3.1	7.7	168	*276	2.1	8.8	110
SEVENTEEN	3923	**141	2.1	3.6	88	258	1.7	6.6	75	*251	3.3	6.4	141	*242	1.8	6.2	77
SKI	1501	**79	1.2	5.3	129	*208	1.4	13.9	157	*144	1.9	9.6	211	*159	1.2	10.6	132
SMITHSONIAN	5976	288	4.2	4.8	118	777	5.3	13.0	148	319	4.2	5.3	117	567	4.2	9.5	118
SOAP OPERA DIGEST	4228	*194	2.8	4.6	113	350	2.4	8.3	94	*298	3.9	7.0	155	297	2.2	7.0	88
SOUTHERN LIVING	6488	**70	1.0	1.1	26	550	3.7	8.5	96	306	4.0	4.7	104	420	3.1	6.5	81
SPORT	3500	335	4.9	9.6	235	407	2.8	11.6	132	328	4.3	9.4	206	431	3.2	12.3	154
THE SPORTING NEWS	2456	**107	1.6	4.4	107	252	1.7	10.3	117	*211	2.8	8.6	189	*176	1.3	7.2	89
SPORTS AFIELD	3648	*292	4.3	8.0	197	479	3.2	13.1	149	443	5.8	12.1	267	431	3.2	11.8	147
SPORTS ILLUSTRATED	14484	835	12.2	5.8	142	1933	13.1	13.3	152	918	12.0	6.3	139	1789	13.3	12.4	154
STAR	12661	534	7.8	4.2	104	1093	7.4	8.6	98	570	7.5	4.5	99	1080	8.0	8.5	106
SUNDAY	52799	2130	31.2	4.0	99	5766	39.1	10.9	124	2566	33.6	4.9	107	4967	37.0	9.4	117
SUNSET	3513	*314	4.6	8.9	219	398	2.7	11.3	129	*173	2.3	4.9	108	366	2.7	10.4	130
TV GUIDE	42766	1884	27.6	4.4	108	3596	24.4	8.4	96	2100	27.5	4.9	108	3698	27.5	8.6	108
TENNIS	1254	**53	0.8	4.2	104	*156	1.1	12.4	141	*146	1.9	11.6	256	*113	0.8	9.0	112
TIME	22054	1100	16.1	5.0	122	2828	19.2	12.8	146	1083	14.2	4.9	108	2343	17.4	10.6	133
TOWN & COUNTRY	1555	**31	0.5	2.0	49	*155	1.0	10.0	113	*113	1.5	7.3	160	*174	1.3	11.2	140
TRAVEL & LEISURE	2173	**88	1.3	4.0	99	384	2.6	17.7	201	*159	2.1	7.3	161	367	2.7	16.9	211
TRUE STORY	4636	*276	4.0	6.0	146	339	2.3	7.3	83	*309	4.0	6.7	147	*241	1.8	5.2	65
U.S. NEWS & WORLD REPORT	10353	486	7.1	4.7	115	1212	8.2	11.7	133	619	8.1	6.0	131	1066	7.9	10.3	129
USA TODAY	4994	*180	2.6	3.6	89	609	4.1	12.2	139	*170	2.2	3.4	75	455	3.4	9.1	114
US	3528	*286	4.2	8.1	199	512	3.5	14.5	165	*302	4.0	8.6	188	451	3.4	12.8	160
VOGUE	5424	*153	2.2	2.8	69	433	2.9	8.0	91	*229	3.0	4.2	93	462	3.4	8.5	106
WALL STREET JOURNAL	6292	*236	3.5	3.8	92	999	6.8	15.9	180	348	4.6	5.5	122	832	6.2	13.2	165
WEIGHT WATCHERS	2762	**112	1.6	4.1	100	311	2.1	11.3	128	*187	2.5	6.8	149	*230	1.7	8.3	104
WOMAN'S DAY	16320	664	9.7	4.1	100	1356	9.2	8.3	94	810	10.6	5.0	109	1117	8.3	6.8	85
WORKING MOTHER	1496	**59	0.9	3.9	97	*166	1.1	11.1	126	*194	2.5	13.0	285	*193	1.4	12.9	161
WORKING WOMAN	1851	**91	1.3	4.9	121	*188	1.3	10.2	115	*127	1.7	6.9	151	*169	1.3	9.1	114
WORLD TENNIS	580	**30	0.4	5.2	127	*55	0.4	9.5	108	*98	1.3	16.9	371	*71	0.5	12.2	153
ZIFF-DAVIS MAG NETWK (GROSS)	12412	735	10.8	5.9	145	1710	11.6	13.8	157	1244	16.3	10.0	220	1540	11.5	12.4	155
BLAIR INSERTS	91671	3767	55.2	4.1	101	9367	63.4	10.2	116	4157	54.5	4.5	100	8478	63.1	9.2	115
DAILY NEWSPAPERS																	
READ ANY	109190	4585	67.1	4.2	103	10501	71.1	9.6	109	4821	63.2	4.4	97	9448	70.3	8.7	108
READ ONE	89587	3842	56.3	4.3	105	8091	54.8	9.0	103	3780	49.5	4.2	93	7529	56.0	8.4	105
READ TWO OR MORE	19602	743	10.9	3.8	93	2411	16.3	12.3	140	1042	13.7	5.3	117	1919	14.3	9.8	122
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4362	63.9	4.0	98	10674	72.3	9.7	111	4902	64.2	4.5	98	9776	72.8	8.9	111
READ ONE	95074	3791	55.5	4.0	98	9017	61.1	9.5	108	4226	55.4	4.4	98	8229	61.2	8.7	108
READ TWO OR MORE	14588	571	8.4	3.9	96	1657	11.2	11.4	129	676	8.9	4.6	102	1547	11.5	10.6	132
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.15				30.08				32.77				31.68			
30 DAY REACH	149706	6261	91.7	4.2	103	13691	92.7	9.1	104	6738	88.3	4.5	99	12329	91.8	8.2	103
50 SHWG - 30 DAY AV FREQ	15.16	15.83				15.79				16.94				16.41			
30 DAY REACH	142406	5978	87.5	4.2	103	13085	88.6	9.2	104	6546	85.8	4.6	101	11919	88.7	8.4	104
25 SHWG - 30 DAY AV FREQ	8.23	8.53				8.69				9.06				8.83			
30 DAY REACH	131152	5507	80.6	4.2	103	11886	80.5	9.1	103	6161	80.7	4.7	103	11071	82.4	8.4	105
CABLE TV: HOME WIRED	66879	3280	48.0	4.9	120	6376	43.2	9.5	108	3330	43.6	5.0	109	5875	43.7	8.8	110
HOME NOT WIRED	100848	3550	52.0	3.5	86	8387	56.8	8.3	94	4300	56.4	4.3	94	7563	56.3	7.5	94
HAVE PAY CABLE	35024	1874	27.4	5.4	131	3941	26.7	11.3	128	2117	27.7	6.0	133	3767	28.0	10.8	134

	TOTAL U.S. '000	SEAGRAMS CROWN ROYAL				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX												
TOTAL ADULTS	167727	7356	100.0	4.4	100												
MALES	79263	4351	59.1	5.5	125												
FEMALES	88464	3005	40.9	3.4	77												
18 - 24	28671	1881	25.6	6.6	150												
25 - 34	39536	2197	29.9	5.6	127												
35 - 44	28978	1554	21.1	5.4	122												
45 - 54	22345	638	8.7	2.9	65												
55 - 64	22224	729	9.9	3.3	75												
65 OR OLDER	25973	*356	4.8	1.4	31												
18 - 34	68207	4079	55.5	6.0	136												
18 - 49	108058	5923	80.5	5.5	125												
25 - 54	90859	4390	59.7	4.8	110												
35 - 49	39851	1845	25.1	4.6	106												
50 OR OLDER	59669	1433	19.5	2.4	55												
GRADUATED COLLEGE	28091	1183	16.1	4.2	96												
ATTENDED COLLEGE	28938	1845	25.1	6.4	145												
GRADUATED HIGH SCHOOL	65503	3041	41.3	4.6	106												
DID NOT GRADUATE HIGH SCHOOL	45195	1287	17.5	2.8	65												
EMPLOYED MALES	56429	3451	46.9	6.1	139												
EMPLOYED FEMALES	43971	1799	24.5	4.1	93												
EMPLOYED FULL-TIME	87773	4568	62.1	5.2	119												
EMPLOYED PART-TIME	12627	*682	9.3	5.4	123												
NOT EMPLOYED	67327	2106	28.6	3.1	71												
PROFESSIONAL/MANAGER	25845	1453	19.8	5.6	128												
TECH/CLERICAL/SALES	30895	1455	19.8	4.7	107												
PRECISION/CRAFT	12629	853	11.6	6.8	154												
OTHER EMPLOYED	31031	1489	20.2	4.8	109												
SINGLE	35557	2153	29.3	6.1	138												
MARRIED	103585	4319	58.7	4.2	95												
DIVORCED/SEPARATED/WIDOWED	28585	884	12.0	3.1	71												
PARENTS	59295	2854	38.8	4.8	110												
WHITE	146081	6580	89.5	4.5	103												
BLACK	17974	591	8.0	3.3	75												
OTHER	3672	**186	2.5	5.1	115												
NORTHEAST-CENSUS	37005	1340	18.2	3.6	83												
NORTH CENTRAL	42642	2191	29.8	5.1	117												
SOUTH	56777	2195	29.8	3.9	88												
WEST	31303	1630	22.2	5.2	119												
NORTHEAST-MKTG.	38125	1195	16.2	3.1	71												
EAST CENTRAL	24794	1270	17.3	5.1	117												
WEST CENTRAL	28511	1473	20.0	5.2	118												
SOUTH	48953	2020	27.5	4.1	94												
PACIFIC	27344	1399	19.0	5.1	117												
COUNTY SIZE A	69301	3205	43.6	4.6	105												
COUNTY SIZE B	50633	2374	32.3	4.7	107												
COUNTY SIZE C	26259	1161	15.8	4.4	101												
COUNTY SIZE D	21534	617	8.4	2.9	65												
METRO CENTRAL CITY	50014	2391	32.5	4.8	109												
METRO SUBURBAN	76832	3571	48.5	4.6	106												
NON METRO	40881	1395	19.0	3.4	78												
TOP 5 ADI'S	39550	2003	27.2	5.1	115												
TOP 10 ADI'S	54877	2527	34.4	4.6	105												
TOP 20 ADI'S	77516	3367	45.8	4.3	99												
HSGLD INC. \$50,000 OR MORE	17257	972	13.2	5.6	128												
\$40,000 OR MORE	33235	1704	23.2	5.1	117												
\$30,000 OR MORE	59693	3037	41.3	5.1	116												
\$25,000 OR MORE	76275	3814	51.8	5.0	114												
\$20,000 - \$24,999	18607	955	13.0	5.1	117												
\$15,000 - \$19,999	17175	665	9.0	3.9	88												
\$10,000 - \$14,999	24569	993	13.5	4.0	92												
UNDER \$10,000	31101	929	12.6	3.0	68												
HOUSEHOLD OF 1 PERSON	19441	657	8.9	3.4	77												
2 PEOPLE	51803	1838	25.0	3.5	81												
3 OR 4 PEOPLE	66933	3212	43.7	4.8	109												
5 OR MORE PEOPLE	29550	1650	22.4	5.6	127												
NO CHILD IN HSHLD	96587	3715	50.5	3.8	88												
CHILD(REN) UNDER 2 YRS	10844	520	7.1	4.8	109												
2 - 5 YEARS	26358	1291	17.6	4.9	112												
6 - 11 YEARS	30453	1561	21.2	5.1	117												
12 - 17 YEARS	36575	1969	26.8	5.4	123												
RESIDENCE OWNED	117770	4742	64.5	4.0	92												
VALUE: \$50,000 OR MORE	70166	3031	41.2	4.3	98												
VALUE: UNDER \$50,000	47604	1712	23.3	3.6	82												

		TOTAL	SEAGRAMS CROWN ROYAL																			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX				
				DOWN	DOWN			DOWN	DOWN			DOWN	DOWN			DOWN	DOWN					

	TOTAL U.S. '000	SEAGRAMS CROWN ROYAL				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D												
TOTAL ADULTS	167727	7356	100.0	4.4	100												
ATLANTIC MONTHLY	867	**36	0.5	4.2	95												
BARRON'S	1580	**80	1.1	5.1	115												
BETTER HOMES & GARDENS	22203	934	12.7	4.2	96												
BON APPETIT	3810	*185	2.5	4.9	111												
BUSINESS WEEK	4663	*266	3.6	5.7	130												
CAR AND DRIVER	3102	*237	3.2	7.6	174												
CBS MAGAZINE NETWORK (GROSS)	7311	457	6.2	6.3	143												
CHANGING TIMES	3400	*184	2.5	5.4	123												
COLONIAL HOMES	1796	**65	0.9	3.6	83												
CONDE NAST MAG. PKG. (GROSS)	19924	1024	13.9	5.1	117												
CONSUMERS DIGEST	3125	*192	2.6	6.1	140												
COSMOPOLITAN	10577	603	8.2	5.7	130												
COUNTRY LIVING	3746	*249	3.4	6.6	152												
CUISINE	2214	*133	1.8	6.0	137												
CYCLE WORLD	2394	**158	2.1	6.6	150												
DCI:CREATIVE IDEAS FOR LIV	3068	**101	1.4	3.3	75												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	290	3.9	3.0	69												
DISCOVER	2277	**129	1.8	5.7	129												
EBONY	7187	236	3.2	3.3	75												
ESQUIRE	2560	*134	1.8	5.2	119												
ESSENCE	3242	*157	2.1	4.8	110												
FAMILY CIRCLE	19639	618	8.4	3.1	72												
THE FAMILY HANDYMAN	3540	*215	2.9	6.1	138												
FAMILY WEEKLY	23924	1054	14.3	4.4	100												
FIELD & STREAM	9883	612	8.3	6.2	141												
FOOD & WINE	1030	**64	0.9	6.2	142												
FORBES	2679	*187	2.5	7.0	159												
FORTUNE	2931	*197	2.7	6.7	153												
GENTLEMEN'S QUARTERLY	3481	*232	3.2	6.7	152												
GLAMOUR	7163	385	5.2	5.4	123												
GOLF DIGEST	2355	*219	3.0	9.3	212												
GOLF DIGEST/TENNIS (GROSS)	3610	298	4.1	8.3	188												
GOLF MAGAZINE	2046	*148	2.0	7.2	165												
GOLF MAGAZINE/SKI (GROSS)	3547	212	2.9	6.0	136												
GOOD HOUSEKEEPING	20353	703	9.6	3.5	79												
HARPER'S BAZAAR	3362	*110	1.5	3.3	75												
HEALTH	2987	**98	1.3	3.3	75												
HEARST MAG CORP. BUY (GROSS)	67928	3444	46.8	5.1	116												
HEARST MAN POWER (GROSS)	11282	824	11.2	7.3	167												
HEARST WOMAN POWER (GROSS)	40514	1797	24.4	4.4	101												
HOUSE BEAUTIFUL	4885	*211	2.9	4.3	98												
INC.	1308	**45	0.6	3.4	78												
JET	6498	245	3.3	3.8	86												
LADIES' HOME JOURNAL	14797	634	8.6	4.3	98												
LHJ FAMILY GRP COMBO(GROSS)	21743	1001	13.6	4.6	105												
LIFE	9881	597	8.1	6.0	138												
L.A. TIMES HOME MAGAZINE	2775	**102	1.4	3.7	84												
MADAMOISELLE	4219	*154	2.1	3.7	83												
MC CALL'S	16422	614	8.3	3.7	85												
MC CALL'S/WRK MOTHER (GROSS)	17919	682	9.3	3.8	87												
MECHANIX ILLUSTRATED	4433	322	4.4	7.3	166												
METROPOLITAN HOME	1504	**50	0.7	3.3	76												
MONEY	4723	370	5.0	7.8	179												
MOTHER EARTH NEWS	2325	*156	2.1	6.7	153												
MS.	1189	**54	0.7	4.5	104												
NATIONAL ENQUIRER	18892	804	10.9	4.3	97												
NATIONAL GEOGRAPHIC	22129	1239	16.8	5.6	128												
NATIONAL SUNDAY MAGAZINE PKG	103750	4879	66.3	4.7	107												
NATURAL HISTORY	1379	**106	1.4	7.7	175												
NEW WOMAN	2289	**102	1.4	4.5	102												
NEW YORK INCLUDING CUE	1088	**48	0.7	4.4	101												
THE NEW YORKER	2459	*221	3.0	9.0	205												
NEWSWEEK	16527	986	13.4	6.0	136												
THE N.Y. TIMES DAILY EDITION	2739	*145	2.0	5.3	121												
THE N.Y. TIMES MAGAZINE	4443	*186	2.5	4.2	95												
OMNI	2799	*183	2.5	6.5	149												
ON CABLE	2209	*132	1.8	6.0	136												
1001 HOME IDEAS	3959	*269	3.7	6.8	155												
ORGANIC GARDENING	3111	**125	1.7	4.0	92												
OUTDOOR LIFE	5024	296	4.0	5.9	134												
PARADE MAGAZINE	51292	2484	33.8	4.8	110												

	TOTAL U.S. '000	SEAGRAMS CROWN ROYAL				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D																
		'000	% DOWN	% ACROSS	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	7356	100.0	4.4	100																
PARENTS	5298	277	3.8	5.2	119																
PENTHOUSE	5129	499	6.8	9.7	222																
PEOPLE	21070	1048	14.2	5.0	113																
PLAYBOY	10562	785	10.7	7.4	169																
POPULAR HOT RODDING	2498	*261	3.5	10.4	238																
POPULAR MECHANICS	5887	314	4.3	5.3	122																
POPULAR SCIENCE	4317	*269	3.7	6.2	142																
PREVENTION	5792	*175	2.4	3.0	69																
PSYCHOLOGY TODAY	3284	*240	3.3	7.3	167																
READER'S DIGEST	40046	1618	22.0	4.0	92																
REDBOOK	9584	491	6.7	5.1	117																
ROAD & TRACK	2590	*146	2.0	5.6	129																
ROLLING STONE	3302	*251	3.4	7.6	173																
RUNNER'S WORLD	1229	**99	1.3	8.1	184																
SATURDAY EVENING POST	2110	**101	1.4	4.8	109																
SCIENCE 84	1543	**105	1.4	6.8	155																
SCIENCE DIGEST	1747	*132	1.8	7.6	172																
SCIENTIFIC AMERICAN	1994	**193	2.6	9.7	221																
SELF	3119	*206	2.8	6.6	151																
SEVENTEEN	3923	*195	2.7	5.0	113																
SKI	1501	**64	0.9	4.3	97																
SMITHSONIAN	5976	347	4.7	5.8	132																
SOAP OPERA DIGEST	4228	*221	3.0	5.2	119																
SOUTHERN LIVING	6488	*189	2.6	2.9	66																
SPORT	3500	*251	3.4	7.2	164																
THE SPORTING NEWS	2456	*130	1.8	5.3	121																
SPORTS AFIELD	3648	378	5.1	10.4	236																
SPORTS ILLUSTRATED	14484	923	12.5	6.4	145																
STAR	12661	552	7.5	4.4	99																
SUNDAY	52799	2425	33.0	4.6	105																
SUNSET	3513	*191	2.6	5.4	124																
TV GUIDE	42766	1877	25.5	4.4	100																
TENNIS	1254	**78	1.1	6.2	142																
TIME	22054	1388	18.9	6.3	144																
TOWN & COUNTRY	1555	**130	1.8	8.4	191																
TRAVEL & LEISURE	2173	*184	2.5	8.5	193																
TRUE STORY	4636	*177	2.4	3.8	87																
U.S. NEWS & WORLD REPORT	10353	559	7.6	5.4	123																
USA TODAY	4994	203	2.8	4.1	93																
US	3528	*236	3.2	6.7	153																
VOGUE	5424	278	3.8	5.1	117																
WALL STREET JOURNAL	6292	288	3.9	4.6	104																
WEIGHT WATCHERS	2762	*132	1.8	4.8	109																
WOMAN'S DAY	16320	560	7.6	3.4	78																
WORKING MOTHER	1496	**68	0.9	4.5	104																
WORKING WOMAN	1851	**102	1.4	5.5	126																
WORLD TENNIS	580	**33	0.4	5.7	130																
ZIFF-DAVIS MAG NETWK (GROSS)	12412	846	11.5	6.8	155																
BLAIR INSERTS	91671	4335	58.9	4.7	108																
DAILY NEWSPAPERS																					
READ ANY	109190	4782	65.0	4.4	100																
READ ONE	89587	3634	49.4	4.1	92																
READ TWO OR MORE	19602	1148	15.6	5.9	134																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	109661	5047	68.6	4.6	105																
READ ONE	95074	4177	56.8	4.4	100																
READ TWO OR MORE	14588	870	11.8	6.0	136																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	28.80	31.74																			
30 DAY REACH	149706	6748	91.7	4.5	103																
50 SHWG - 30 DAY AV FREQ	15.16	16.65																			
30 DAY REACH	142406	6433	87.5	4.5	103																
25 SHWG - 30 DAY AV FREQ	8.23	8.94																			
30 DAY REACH	131152	6036	82.1	4.6	105																
CABLE TV: HOME WIRED	66879	3243	44.1	4.8	111																
HOME NOT WIRED	100848	4114	55.9	4.1	93																
HAVE PAY CABLE	35024	2020	27.5	5.8	132																

IRISH WHISKEY

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-20

2A. DO YOU YOURSELF DRINK IT?

	'000	%	UNWEIGHTED	
YES	5373	3.2	642	
NO	162354	96.8	18468	
	ALL		SOLE	
	'000	%	'000	%
			PRIMARY	
	'000	%	'000	%
			SECONDARY	
	'000	%	'000	%
			UNWEIGHTED	

IF YOU DO

2B. WHICH BRANDS DO YOU DRINK?

JOHN JAMESON	1463	.9	909	.5	468	.3	87	.1	185
MURPHY'S	902	.5	547	.3	224	.1	131	.1	93
OLD BUSHMILLS	1818	1.1	1337	.8	260	.2	222	.1	226
PADDY	385	.2	127	.1	204	.1	54	*	48
POWERS	306	.2	104	.1	110	.1	92	.1	33
OTHER BRANDS	1205	.7	973	.6	105	.1	126	.1	145
DO NOT KNOW	408	.2							41

	'000	%	UNWEIGHTED	
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2C. DID YOU DRINK IRISH WHISKEY
IN THE LAST 30 DAYS?

YES	1758	1.0	228
NO	3616	2.2	414

2D. DID YOU DRINK IRISH WHISKEY
IN THE LAST 7 DAYS?

YES	752	.4	104
NO	4621	2.8	538

	TOTAL U.S. '000	ADULTS				MALES				FEMALES				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL ADULTS	167727	5373	100.0	3.2	100	2860	100.0	1.7	100	2513	100.0	1.5	100				
MALES	79263	2860	53.2	3.6	113	2860	100.0	3.6	212	**0	0.0	0.0	0				
FEMALES	88464	2513	46.8	2.8	89	**0	0.0	0.0	0	2513	100.0	2.8	190				
18 - 24	28671	1079	20.1	3.8	117	*518	18.1	1.8	106	*561	22.3	2.0	131				
25 - 34	39536	1263	23.5	3.2	100	661	23.1	1.7	98	602	24.0	1.5	102				
35 - 44	28978	1113	20.7	3.8	120	742	25.9	2.6	150	*371	14.8	1.3	85				
45 - 54	22345	897	16.7	4.0	125	520	18.2	2.3	136	*377	15.0	1.7	113				
55 - 64	22224	505	9.4	2.3	71	*232	8.1	1.0	61	**273	10.9	1.2	82				
65 OR OLDER	25973	516	9.6	2.0	62	*187	6.5	0.7	42	*329	13.1	1.3	85				
18 - 34	68207	2342	43.6	3.4	107	1179	41.2	1.7	101	1163	46.3	1.7	114				
18 - 49	108058	3899	72.6	3.6	113	2196	76.8	2.0	119	1703	67.8	1.6	105				
25 - 54	90859	3273	60.9	3.6	112	1923	67.2	2.1	124	1350	53.7	1.5	99				
35 - 49	39851	1556	29.0	3.9	122	1017	35.6	2.6	150	*540	21.5	1.4	90				
50 OR OLDER	59669	1475	27.5	2.5	77	665	23.3	1.1	65	810	32.2	1.4	91				
GRADUATED COLLEGE	28091	1826	34.0	6.5	203	1123	39.3	4.0	234	703	28.0	2.5	167				
ATTENDED COLLEGE	28938	990	18.4	3.4	107	454	15.9	1.6	92	*537	21.4	1.9	124				
GRADUATED HIGH SCHOOL	65503	1444	26.9	2.2	69	776	27.1	1.2	69	667	26.5	1.0	68				
DID NOT GRADUATE HIGH SCHOOL	45195	1113	20.7	2.5	77	*507	17.7	1.1	66	*606	24.1	1.3	89				
EMPLOYED MALES	56429	2267	42.2	4.0	125	2267	79.3	4.0	236	**0	0.0	0.0	0				
EMPLOYED FEMALES	43971	1576	29.3	3.6	112	**0	0.0	0.0	0	1576	62.7	3.6	239				
EMPLOYED FULL-TIME	87773	3496	65.1	4.0	124	2144	75.0	2.4	143	1352	53.8	1.5	103				
EMPLOYED PART-TIME	12627	*347	6.5	2.7	86	**124	4.3	1.0	58	**224	8.9	1.8	118				
NOT EMPLOYED	67327	1530	28.5	2.3	71	593	20.7	0.9	52	937	37.3	1.4	93				
PROFESSIONAL/MANAGER	25845	1756	32.7	6.8	212	1156	40.4	4.5	262	*600	23.9	2.3	155				
TECH/CLERICAL/SALES	30895	1112	20.7	3.6	112	*410	14.3	1.3	78	702	27.9	2.3	152				
PRECISION/CRAFT	12629	*360	6.7	2.9	89	*342	12.0	2.7	159	**18	0.7	0.1	10				
OTHER EMPLOYED	31031	615	11.4	2.0	62	*359	12.6	1.2	68	**255	10.1	0.8	55				
SINGLE	35557	1570	29.2	4.4	138	768	26.9	2.2	127	802	31.9	2.3	151				
MARRIED	103585	2955	55.0	2.9	89	1815	63.5	1.8	103	1139	45.3	1.1	73				
DIVORCED/SEPARATED/WIDOWED	28585	849	15.8	3.0	93	*277	9.7	1.0	57	572	22.8	2.0	134				
PARENTS	59295	1820	33.9	3.1	96	1080	37.8	1.8	107	741	29.5	1.2	83				
WHITE	146081	4710	87.7	3.2	101	2497	87.3	1.7	100	2213	88.1	1.5	101				
BLACK	17974	523	9.7	2.9	91	*243	8.5	1.4	79	*279	11.1	1.6	104				
OTHER	3672	**141	2.6	3.8	120	**119	4.2	3.2	190	**21	0.8	0.6	38				
NORTHEAST-CENSUS	37005	1861	34.6	5.0	157	841	29.4	2.3	133	1020	40.6	2.8	184				
NORTH CENTRAL	42642	767	14.3	1.8	56	*476	16.6	1.1	65	*291	11.6	0.7	46				
SOUTH	56777	1144	21.3	2.0	63	637	22.3	1.1	66	*508	20.2	0.9	60				
WEST	31303	1600	29.8	5.1	160	907	31.7	2.9	170	694	27.6	2.2	148				
NORTHEAST-MKTG.	38125	1979	36.8	5.2	162	935	32.7	2.5	144	1044	41.5	2.7	183				
EAST CENTRAL	24794	489	9.1	2.0	62	**220	7.7	0.9	52	*268	10.7	1.1	72				
WEST CENTRAL	28511	555	10.3	1.9	61	*364	12.7	1.3	75	*191	7.6	0.7	45				
SOUTH	48953	839	15.6	1.7	54	*471	16.5	1.0	56	*368	14.6	0.8	50				
PACIFIC	27344	1511	28.1	5.5	172	869	30.4	3.2	186	*641	25.5	2.3	156				
COUNTY SIZE A	69301	3114	58.0	4.5	140	1725	60.3	2.5	146	1389	55.3	2.0	134				
COUNTY SIZE B	50633	1365	25.4	2.7	84	673	23.5	1.3	78	692	27.5	1.4	91				
COUNTY SIZE C	26259	632	11.8	2.4	75	*283	9.9	1.1	63	*349	13.9	1.3	89				
COUNTY SIZE D	21534	*262	4.9	1.2	38	**179	6.3	0.8	49	**83	3.3	0.4	26				
METRO CENTRAL CITY	50014	2124	39.5	4.2	133	1180	41.3	2.4	138	944	37.6	1.9	126				
METRO SUBURBAN	76832	2509	46.7	3.3	102	1312	45.9	1.7	100	1197	47.6	1.6	104				
NON METRO	40881	741	13.8	1.8	57	*368	12.9	0.9	53	*372	14.8	0.9	61				
TOP 5 ADI'S	39550	2178	40.5	5.5	172	1198	41.9	3.0	178	980	39.0	2.5	165				
TOP 10 ADI'S	54877	2865	53.3	5.2	163	1601	56.0	2.9	171	1263	50.3	2.3	154				
TOP 20 ADI'S	77516	3326	61.9	4.3	134	1922	67.2	2.5	145	1403	55.8	1.8	121				
HSGLD INC. \$50,000 OR MORE	17257	987	18.4	5.7	179	615	21.5	3.6	209	**373	14.8	2.2	144				
\$40,000 OR MORE	33235	1617	30.1	4.9	152	955	33.4	2.9	169	*661	26.3	2.0	133				
\$30,000 OR MORE	59693	2654	49.4	4.4	139	1541	53.9	2.6	151	1113	44.3	1.9	124				
\$25,000 OR MORE	76275	3139	58.4	4.1	128	1844	64.5	2.4	142	1296	51.6	1.7	113				
\$20,000 - \$24,999	18607	598	11.1	3.2	100	*270	9.4	1.5	85	*327	13.0	1.8	117				
\$15,000 - \$19,999	17175	*346	6.4	2.0	63	**149	5.2	0.9	51	**197	7.8	1.1	77				
\$10,000 - \$14,999	24569	604	11.2	2.5	77	388	13.6	1.6	93	*216	8.6	0.9	59				
UNDER \$10,000	31101	687	12.8	2.2	69	**209	7.3	0.7	39	478	19.0	1.5	103				
HOUSEHOLD OF 1 PERSON	19441	698	13.0	3.6	112	338	11.8	1.7	102	360	14.3	1.9	124				
2 PEOPLE	51803	1664	31.0	3.2	100	833	29.1	1.6	94	831	33.1	1.6	107				
3 OR 4 PEOPLE	66933	2063	38.4	3.1	96	1032	36.1	1.5	90	1032	41.1	1.5	103				
5 OR MORE PEOPLE	29550	948	17.6	3.2	100	*658	23.0	2.2	131	**290	11.5	1.0	66				
NO CHILD IN HSHLD	96587	3118	58.0	3.2	101	1526	53.4	1.6	93	1592	63.4	1.6	110				
CHILD(REN) UNDER 2 YRS	10844	**239	4.4	2.2	69	**177	6.2	1.6	96	**61	2.4	0.6	38				
2 - 5 YEARS	26358	752	14.0	2.9	89	*352	12.3	1.3	78	*400	15.9	1.5	101				
6 - 11 YEARS	30453	968	18.0	3.2	99	575	20.1	1.9	111	*393	15.6	1.3	86				
12 - 17 YEARS	36575	1289	24.0	3.5	110	830	29.0	2.3	133	*459	18.3	1.3	84				
RESIDENCE OWNED	117770	3608	67.2	3.1	96	1902	66.5	1.6	95	1706	67.9	1.4	97				
VALUE: \$50,000 OR MORE	70166	2818	52.4	4.0	125	1473	51.5	2.1	123	1345	53.5	1.9	128				
VALUE: UNDER \$50,000	47604	791	14.7	1.7	52	*429	15.0	0.9	53	*362	14.4	0.8	51				

		TOTAL U.S. '000	ADULTS				MALES				FEMALES				A	B	C	D
			'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS
				INDX				INDX				INDX				INDX		
TOTAL ADULTS		167727	5373	100.0	3.2	100	2860	100.0	1.7	100	2513	100.0	1.5	100				
MAGAZINES	QUINTILE 1	34022	1633	30.4	4.8	150	800	28.0	2.4	138	833	33.1	2.4	163				
	QUINTILE 2	34800	1267	23.6	3.6	114	604	21.1	1.7	102	663	26.4	1.9	127				
	QUINTILE 3	30514	849	15.8	2.8	87	540	18.9	1.8	104	*309	12.3	1.0	68				
	QUINTILE 4	33324	733	13.6	2.2	69	435	15.2	1.3	77	*298	11.9	0.9	60				
	QUINTILE 5	35066	892	16.6	2.5	79	*481	16.8	1.4	80	*411	16.4	1.2	78				
NEWSPAPERS	QUINTILE 1	29107	1383	25.7	4.8	148	706	24.7	2.4	142	677	26.9	2.3	155				
	QUINTILE 2	49095	1657	30.8	3.4	105	820	28.7	1.7	98	837	33.3	1.7	114				
	QUINTILE 3	23107	725	13.5	3.1	98	*435	15.2	1.9	110	*290	11.5	1.3	84				
	QUINTILE 4	33556	824	15.3	2.5	77	*332	11.6	1.0	58	*492	19.6	1.5	98				
	QUINTILE 5	32863	784	14.6	2.4	74	567	19.8	1.7	101	**218	8.7	0.7	44				
OUTDOOR	QUINTILE 1	33431	1290	24.0	3.9	120	717	25.1	2.1	126	*574	22.8	1.7	115				
	QUINTILE 2	33478	1089	20.3	3.3	102	698	24.4	2.1	122	*391	15.6	1.2	78				
	QUINTILE 3	33574	1064	19.8	3.2	99	561	19.6	1.7	98	*503	20.0	1.5	100				
	QUINTILE 4	33935	1003	18.7	3.0	92	*434	15.2	1.3	75	569	22.6	1.7	112				
	QUINTILE 5	33310	927	17.3	2.8	87	450	15.7	1.4	79	*477	19.0	1.4	96				
RADIO-DRIVE TIME	QUINTILE 1	33136	1166	21.7	3.5	110	680	23.8	2.1	120	*486	19.3	1.5	98				
	QUINTILE 2	31658	1020	19.0	3.2	101	629	22.0	2.0	117	*391	15.6	1.2	82				
	QUINTILE 3	32541	1330	24.8	4.1	128	655	22.9	2.0	118	675	26.9	2.1	138				
	QUINTILE 4	34247	1089	20.3	3.2	99	529	18.5	1.5	91	*559	22.2	1.6	109				
	QUINTILE 5	36144	769	14.3	2.1	66	*367	12.8	1.0	60	*402	16.0	1.1	74				
RADIO-MID- DAY	TERCILE 1	45037	1517	28.2	3.4	105	913	31.9	2.0	119	604	24.0	1.3	90				
	TERCILE 2	44819	1307	24.3	2.9	91	640	22.4	1.4	84	668	26.6	1.5	99				
	TERCILE 3	77872	2549	47.4	3.3	102	1308	45.7	1.7	99	1241	49.4	1.6	106				
RADIO-TOTAL	QUINTILE 1	33763	1132	21.1	3.4	105	724	25.3	2.1	126	*408	16.2	1.2	81				
	QUINTILE 2	33240	1063	19.8	3.2	100	523	18.3	1.6	92	*540	21.5	1.6	108				
	QUINTILE 3	33408	1250	23.3	3.7	117	641	22.4	1.9	113	*609	24.2	1.8	122				
	QUINTILE 4	34792	1206	22.4	3.5	108	630	22.0	1.8	106	576	22.9	1.7	110				
	QUINTILE 5	32524	722	13.4	2.2	69	*343	12.0	1.1	62	*379	15.1	1.2	78				
TV-PRIME TIME	QUINTILE 1	33090	982	18.3	3.0	93	529	18.5	1.6	94	*453	18.0	1.4	91				
	QUINTILE 2	33357	1011	18.8	3.0	95	523	18.3	1.6	92	*488	19.4	1.5	98				
	QUINTILE 3	33980	1084	20.2	3.2	100	606	21.2	1.8	105	*478	19.0	1.4	94				
	QUINTILE 4	33854	1135	21.1	3.4	105	616	21.5	1.8	107	*519	20.7	1.5	102				
	QUINTILE 5	33444	1162	21.6	3.5	108	586	20.5	1.8	103	*576	22.9	1.7	115				
TV-DAYTIME	TERCILE 1	49121	1282	23.9	2.6	81	617	21.6	1.3	74	665	26.5	1.4	90				
	TERCILE 2	48823	1324	24.6	2.7	85	548	19.2	1.1	66	776	30.9	1.6	106				
	TERCILE 3	69782	2767	51.5	4.0	124	1695	59.3	2.4	142	1072	42.7	1.5	103				
TV-TOTAL	QUINTILE 1	33584	835	15.5	2.5	78	449	15.7	1.3	78	*386	15.4	1.1	77				
	QUINTILE 2	33441	882	16.4	2.6	82	425	14.9	1.3	75	*457	18.2	1.4	91				
	QUINTILE 3	33505	1322	24.6	3.9	123	718	25.1	2.1	126	*605	24.1	1.8	121				
	QUINTILE 4	33466	1107	20.6	3.3	103	608	21.3	1.8	107	*499	19.9	1.5	100				
	QUINTILE 5	33731	1227	22.8	3.6	114	660	23.1	2.0	115	*567	22.6	1.7	112				
MAGAZINES-NEWSPAPERS: DUAL		44503	1941	36.1	4.4	136	902	31.5	2.0	119	1040	41.4	2.3	156				
MAGAZINE IMPERATIVE		39363	1334	24.8	3.4	106	750	26.2	1.9	112	584	23.2	1.5	99				
NEWSPAPER IMPERATIVE		46441	1307	24.3	2.8	88	714	25.0	1.5	90	593	23.6	1.3	85				
MAGAZINES-OUTDOOR: DUAL		33726	1297	24.1	3.8	120	734	25.7	2.2	128	564	22.4	1.7	112				
MAGAZINE IMPERATIVE		52846	2030	37.8	3.8	120	932	32.6	1.8	103	1098	43.7	2.1	139				
OUTDOOR IMPERATIVE		52140	1544	28.7	3.0	92	958	33.5	1.8	108	586	23.3	1.1	75				
MAGAZINES-RADIO: DUAL		37081	1584	29.5	4.3	133	820	28.7	2.2	130	764	30.4	2.1	138				
MAGAZINE IMPERATIVE		49747	1848	34.4	3.7	116	889	31.1	1.8	105	959	38.2	1.9	129				
RADIO IMPERATIVE		49208	1224	22.8	2.5	78	750	26.2	1.5	89	*474	18.9	1.0	64				
MAGAZINES-TELEVISION: DUAL		33103	1059	19.7	3.2	100	462	16.2	1.4	82	597	23.8	1.8	120				
MAGAZINE IMPERATIVE		54575	2415	44.9	4.4	138	1265	44.2	2.3	136	1149	45.7	2.1	141				
TELEVISION IMPERATIVE		53249	1213	22.6	2.3	71	751	26.3	1.4	83	*462	18.4	0.9	58				
NEWSPAPERS-OUTDOOR: DUAL		36255	1379	25.7	3.8	119	753	26.3	2.1	122	626	24.9	1.7	115				
NEWSPAPER IMPERATIVE		55591	1978	36.8	3.6	111	938	32.8	1.7	99	1040	41.4	1.9	125				
OUTDOOR IMPERATIVE		48319	1408	26.2	2.9	91	925	32.3	1.9	112	*483	19.2	1.0	67				
NEWSPAPERS-RADIO: DUAL		37242	1460	27.2	3.9	122	816	28.5	2.2	128	643	25.6	1.7	115				
NEWSPAPER IMPERATIVE		54423	2052	38.2	3.8	118	1001	35.0	1.8	108	1051	41.8	1.9	129				
RADIO IMPERATIVE		46650	1233	22.9	2.6	83	703	24.6	1.5	88	*530	21.1	1.1	76				
NEWSPAPERS-TELEVISION: DUAL		35974	1114	20.7	3.1	97	620	21.7	1.7	101	495	19.7	1.4	92				
NEWSPAPER IMPERATIVE		56095	2373	44.2	4.2	132	1268	44.3	2.3	133	1105	44.0	2.0	131				
TELEVISION IMPERATIVE		47170	1131	21.0	2.4	75	594	20.8	1.3	74	*537	21.4	1.1	76				
OUTDOOR-RADIO: DUAL		33748	1264	23.5	3.7	117	699	24.4	2.1	121	*565	22.5	1.7	112				
OUTDOOR IMPERATIVE		52785	1747	32.5	3.3	103	1017	35.6	1.9	113	730	29.0	1.4	92				
RADIO IMPERATIVE		52882	1606	29.9	3.0	95	787	27.5	1.5	87	819	32.6	1.5	103				
OUTDOOR-TELEVISION: DUAL		32030	1024	19.1	3.2	100	527	18.4	1.6	96	*497	19.8	1.6	104				
OUTDOOR IMPERATIVE		54626	2080	38.7	3.8	119	1288	45.0	2.4	138	792	31.5	1.4	97				
TELEVISION IMPERATIVE		54874	1313	24.4	2.4	75	614	21.5	1.1	66	699	27.8	1.3	85				
RADIO-TELEVISION: DUAL		33386	1014	18.9	3.0	95	*505	17.7	1.5	89	*509	20.3	1.5	102				
RADIO IMPERATIVE		53810	2028	37.7	3.8	118	1151	40.2	2.1	125	877	34.9	1.6	109				
TELEVISION IMPERATIVE		54023	1499	27.9	2.8	87	813	28.4	1.5	88	686	27.3	1.3	85				

	TOTAL U.S. '000	ADULTS				MALES				FEMALES				A			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	5373	100.0	3.2	100	2860	100.0	1.7	100	2513	100.0	1.5	100				
ATLANTIC MONTHLY	867	**99	1.8	11.4	356	**61	2.1	7.0	413	**38	1.5	4.4	293				
BARRON'S	1580	**128	2.4	8.1	253	**80	2.8	5.1	297	**49	1.9	3.1	207				
BETTER HOMES & GARDENS	22203	764	14.2	3.4	107	*180	6.3	0.8	48	584	23.2	2.6	176				
BON APPETIT	3810	300	5.6	7.9	246	**69	2.4	1.8	106	*231	9.2	6.1	405				
BUSINESS WEEK	4663	342	6.4	7.3	229	*227	7.9	4.9	285	**115	4.6	2.5	165				
CAR AND DRIVER	3102	*150	2.8	4.8	151	**124	4.3	4.0	234	**26	1.0	0.8	56				
CBS MAGAZINE NETWORK (GROSS)	7311	309	5.8	4.2	132	*227	7.9	3.1	182	**82	3.3	1.1	75				
CHANGING TIMES	3400	*129	2.4	3.8	118	**45	1.6	1.3	78	**84	3.3	2.5	165				
COLONIAL HOMES	1796	**54	1.0	3.0	94	*122	0.4	0.7	39	**42	1.7	2.3	156				
CONDE NAST MAG. PKG. (GROSS)	19924	856	15.9	4.3	134	*338	1.3	0.2	11	817	32.5	4.1	274				
CONSUMERS DIGEST	3125	**97	1.8	3.1	97	**42	1.5	1.3	79	**55	2.2	1.8	117				
COSMOPOLITAN	10577	443	8.2	4.2	131	**97	3.4	0.9	54	347	13.8	3.3	219				
COUNTRY LIVING	3746	*186	3.5	5.0	155	**40	1.4	1.1	63	**146	5.8	3.9	260				
CUISINE	2214	**95	1.8	4.3	134	*338	1.3	1.7	101	**57	2.3	2.6	172				
CYCLE WORLD	2394	**41	0.8	1.7	53	*35	1.2	1.5	86	**6	0.2	0.3	17				
DCI:CREATIVE IDEAS FOR LIV	3068	**55	1.0	1.8	56	*17	0.6	0.6	32	*338	1.5	1.2	83				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*182	3.4	1.9	59	**66	2.3	0.7	41	*117	4.7	1.2	82				
DISCOVER	2277	**106	2.0	4.7	145	**49	1.7	2.2	126	**58	2.3	2.5	170				
EBONY	7187	249	4.6	3.5	108	**60	2.1	0.8	49	*190	7.6	2.6	176				
ESQUIRE	2560	*138	2.6	5.4	168	**89	3.1	3.5	204	*50	2.0	2.0	130				
ESSENCE	3242	*89	1.7	2.7	86	*27	0.9	0.8	49	*63	2.5	1.9	130				
FAMILY CIRCLE	19639	583	10.9	3.0	93	*74	2.6	0.4	22	509	20.3	2.6	173				
THE FAMILY HANDYMAN	3540	*139	2.6	3.9	123	*108	3.8	3.1	179	*31	1.2	0.9	58				
FAMILY WEEKLY	23924	673	12.5	2.8	88	317	11.1	1.3	78	356	14.2	1.5	99				
FIELD & STREAM	9883	*222	4.1	2.2	70	*212	7.4	2.1	126	*10	0.4	0.1	7				
FOOD & WINE	1030	**57	1.1	5.5	173	*33	1.2	3.2	188	*23	0.9	2.2	149				
FORBES	2679	*176	3.3	6.6	205	*135	4.7	5.0	296	*41	1.6	1.5	102				
FORTUNE	2931	*261	4.9	8.9	278	*180	6.3	6.1	360	*81	3.2	2.8	184				
GENTLEMAN'S QUARTERLY	3481	*129	2.4	3.7	116	*80	2.8	2.3	135	*49	1.9	1.4	94				
GLAMOUR	7163	*342	6.4	4.8	149	*9	0.3	0.1	7	*333	13.3	4.6	310				
GOLF DIGEST	2355	*157	2.9	6.7	208	*124	4.3	5.3	309	*33	1.3	1.4	94				
GOLF DIGEST/TENNIS (GROSS)	3610	*220	4.1	6.1	190	*146	5.1	4.0	237	*74	2.9	2.0	137				
GOLF MAGAZINE	2046	*101	1.9	4.9	154	*89	3.1	4.3	255	*12	0.5	0.6	39				
GOLF MAGAZINE/SKI (GROSS)	3547	*146	2.7	4.1	128	*102	3.6	2.9	169	*44	1.8	1.2	83				
GOOD HOUSEKEEPING	20353	599	11.1	2.9	92	*80	2.8	0.4	23	519	20.7	2.5	170				
HARPER'S BAZAAR	3362	*101	1.9	3.0	94	*10	0.3	0.3	17	*91	3.6	2.7	181				
HEALTH	2987	*87	1.6	2.9	91	*11	0.4	0.4	22	*76	3.0	2.5	170				
HEARST MAG CORP. BUY (GROSS)	67928	2232	41.5	3.3	103	611	21.4	0.9	53	1621	64.5	2.4	159				
HEARST MAN POWER (GROSS)	11282	265	4.9	2.3	73	220	7.7	2.0	114	*44	1.8	0.4	26				
HEARST WOMAN POWER (GROSS)	40514	1333	24.8	3.3	103	*221	7.7	0.5	32	1112	44.2	2.7	183				
HOUSE BEAUTIFUL	4885	*223	4.2	4.6	143	*57	2.0	1.2	68	*166	6.6	3.4	227				
INC.	1308	*106	2.0	8.1	253	*85	3.0	6.5	381	*20	0.8	1.5	102				
JET	6498	*204	3.8	3.1	98	*116	4.1	1.8	105	*88	3.5	1.4	90				
LADIES' HOME JOURNAL	14797	434	8.1	2.9	92	*67	2.3	0.5	27	367	14.6	2.5	166				
LHJ FAMILY GRP COMBO(GROSS)	21743	718	13.4	3.3	103	*120	4.2	0.6	32	598	23.8	2.8	184				
LIFE	9881	380	7.1	3.8	120	*159	5.6	1.6	94	*222	8.8	2.2	150				
L.A. TIMES HOME MAGAZINE	2775	259	4.8	9.3	291	*143	5.0	5.2	302	*116	4.6	4.2	279				
MADEMOISELLE	4219	*175	3.3	4.1	129	*0	0.0	0.0	0	*175	7.0	4.1	277				
MC CALL'S	16422	593	11.0	3.6	113	*49	1.7	0.3	17	545	21.7	3.3	222				
MC CALL'S/WRK MOTHER (GROSS)	17919	665	12.4	3.7	116	*72	2.5	0.4	24	593	23.6	3.3	221				
MECHANIX ILLUSTRATED	4433	*163	3.0	3.7	115	*107	3.7	2.4	142	*55	2.2	1.2	83				
METROPOLITAN HOME	1504	*63	1.2	4.2	131	*34	1.2	2.3	133	*30	1.2	2.0	133				
MONEY	4723	336	6.3	7.1	222	*234	8.2	5.0	291	*101	4.0	2.1	143				
MOTHER EARTH NEWS	2325	**58	1.1	2.5	78	*26	0.9	1.1	66	*32	1.3	1.4	92				
MS.	1189	*56	1.0	4.7	147	*21	0.7	1.8	104	*36	1.4	3.0	202				
NATIONAL ENQUIRER	18892	461	8.6	2.4	76	*231	8.1	1.2	72	*230	9.2	1.2	81				
NATIONAL GEOGRAPHIC	22129	958	17.8	4.3	135	562	19.7	2.5	149	396	15.8	1.8	119				
NATIONAL SUNDAY MAGAZINE PKG.	103750	3733	69.5	3.6	112	1962	68.6	1.9	111	1771	70.5	1.7	114				
NATURAL HISTORY	1379	*68	1.3	4.9	154	*40	1.4	2.9	170	*28	1.1	2.0	136				
NEW WOMAN	2289	*82	1.5	3.6	112	*10	0.3	0.4	26	*71	2.8	3.1	207				
NEW YORK INCLUDING CUE	1088	*75	1.4	6.9	215	*21	0.7	1.9	113	*54	2.1	5.0	331				
THE NEW YORKER	2459	*186	3.5	7.6	236	*102	3.6	4.1	243	*84	3.3	3.4	228				
NEWSWEEK	16527	777	14.5	4.7	147	527	18.4	3.2	187	250	9.9	1.5	101				
THE N.Y. TIMES DAILY EDITION	2739	287	5.3	10.5	327	*150	5.2	5.5	321	*137	5.5	5.0	334				
THE N.Y. TIMES MAGAZINE	4443	430	8.0	9.7	302	*191	6.7	4.3	252	*239	9.5	5.4	359				
OMNI	2799	*131	2.4	4.7	146	*96	3.4	3.4	201	*35	1.4	1.3	83				
ON CABLE	2209	*74	1.4	3.3	105	*44	1.5	2.0	117	*30	1.2	1.4	91				
1001 HOME IDEAS	3959	*197	3.7	5.0	155	*42	1.5	1.1	62	*155	6.2	3.9	261				
ORGANIC GARDENING	3111	*184	3.4	5.9	185	*38	1.3	1.2	72	*146	5.8	4.7	313				
OUTDOOR LIFE	5024	*164	3.1	3.3	102	*123	4.3	2.4	144	*40	1.6	0.8	53				
PARADE MAGAZINE	51292	1977	36.8	3.9	120	1024	35.8	2.0	117	953	37.9	1.9	124				

	TOTAL U.S. '000	ADULTS				MALES				FEMALES				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	5373	100.0	3.2	100	2860	100.0	1.7	100	2513	100.0	1.5	100				
PARENTS	5298	**121	2.3	2.3	71	**25	0.9	0.5	28	**96	3.8	1.8	121				
PENTHOUSE	5129	*232	4.3	4.5	141	*168	5.9	3.3	192	**64	2.5	1.2	83				
PEOPLE	21070	764	14.2	3.6	113	251	8.8	1.2	70	514	20.5	2.4	163				
PLAYBOY	10562	458	8.5	4.3	135	403	14.1	3.8	224	**56	2.2	0.5	35				
POPULAR HOT RODDING	2498	**70	1.3	2.8	87	**61	2.1	2.4	143	**9	0.4	0.4	24				
POPULAR MECHANICS	5887	*99	1.8	1.7	52	*90	3.1	1.5	90	**9	0.4	0.2	10				
POPULAR SCIENCE	4317	*212	3.9	4.9	153	*132	4.6	3.1	179	**80	3.2	1.9	124				
PREVENTION	5792	*199	3.7	3.4	107	**44	1.5	0.8	45	*155	6.2	2.7	179				
PSYCHOLOGY TODAY	3284	*105	2.0	3.2	100	**47	1.6	1.4	84	**59	2.3	1.8	120				
READER'S DIGEST	40046	1200	22.3	3.0	94	583	20.4	1.5	85	617	24.6	1.5	103				
REDBOOK	9584	*290	5.4	3.0	94	**44	1.5	0.5	27	*246	9.8	2.6	171				
ROAD & TRACK	2590	**140	2.6	5.4	169	**127	4.4	4.9	288	**12	0.5	0.5	31				
ROLLING STONE	3302	*144	2.7	4.4	136	**42	1.5	1.3	75	**102	4.1	3.1	206				
RUNNER'S WORLD	1229	**75	1.4	6.1	191	**49	1.7	4.0	234	**26	1.0	2.1	141				
SATURDAY EVENING POST	2110	**63	1.2	3.0	93	**33	1.2	1.6	92	**30	1.2	1.4	95				
SCIENCE 84	1543	**93	1.7	6.0	188	**52	1.8	3.4	198	**41	1.6	2.7	177				
SCIENCE DIGEST	1747	**75	1.4	4.3	134	**53	1.9	3.0	178	**22	0.9	1.3	84				
SCIENTIFIC AMERICAN	1994	*175	3.3	8.8	274	*150	5.2	7.5	441	**26	1.0	1.3	87				
SELF	3119	**120	2.2	3.8	120	**15	0.5	0.5	28	**105	4.2	3.4	225				
SEVENTEEN	3923	**89	1.7	2.3	71	**4	0.1	0.1	6	**85	3.4	2.2	145				
SKI	1501	**45	0.8	3.0	94	**13	0.5	0.9	51	**32	1.3	2.1	142				
SMITHSONIAN	5976	511	9.5	8.6	267	245	8.6	4.1	240	*266	10.6	4.5	297				
SOAP OPERA DIGEST	4228	**129	2.4	3.1	95	**12	0.4	0.3	17	**118	4.7	2.8	186				
SOUTHERN LIVING	6488	*128	2.4	2.0	62	**49	1.7	0.8	44	**79	3.1	1.2	81				
SPORT	3500	*194	3.6	5.5	173	*156	5.5	4.5	261	**32	1.5	1.1	72				
THE SPORTING NEWS	2456	**115	2.1	4.7	146	**110	3.8	4.5	263	**5	0.2	0.2	14				
SPORTS AFIELD	3648	**91	1.7	2.5	78	**77	2.7	2.1	124	**14	0.6	0.4	26				
SPORTS ILLUSTRATED	14484	694	12.9	4.8	150	532	18.6	3.7	215	*162	6.4	1.1	75				
STAR	12661	380	7.1	3.0	94	**125	4.4	1.0	58	*255	10.1	2.0	134				
SUNDAY	52799	2107	39.2	4.0	125	1185	41.4	2.2	132	921	36.6	1.7	116				
SUNSET	3513	350	6.5	10.0	311	**202	7.1	5.8	337	*149	5.9	4.2	283				
TV GUIDE	42766	1117	20.8	2.6	82	455	15.9	1.1	62	662	26.3	1.5	103				
TENNIS	1254	**63	1.2	5.0	157	**22	0.8	1.8	103	**41	1.6	3.3	218				
TIME	22054	1074	20.0	4.9	152	646	22.6	2.9	172	427	17.0	1.9	129				
TOWN & COUNTRY	1555	**45	0.8	2.9	90	**26	0.9	1.7	98	**19	0.8	1.2	82				
TRAVEL & LEISURE	2173	*116	2.2	5.3	167	**66	2.3	3.0	178	**50	2.0	2.3	154				
TRUE STORY	4636	**90	1.7	1.9	61	**12	0.4	0.3	15	**78	3.1	1.7	112				
U.S. NEWS & WORLD REPORT	10353	463	8.6	4.5	140	270	9.4	2.6	153	*193	7.7	1.9	124				
USA TODAY	4994	*237	4.4	4.7	148	*154	5.4	3.1	181	**83	3.3	1.7	111				
US	3528	**114	2.1	3.2	101	**20	0.7	0.6	33	**94	3.7	2.7	178				
VOGUE	5424	*219	4.1	4.0	126	**15	0.5	0.3	16	*204	8.1	3.8	251				
WALL STREET JOURNAL	6292	516	9.6	8.2	256	390	13.6	6.2	364	**126	5.0	2.0	134				
WEIGHT WATCHERS	2762	**75	1.4	2.7	85	**2	0.1	0.1	4	**73	2.9	2.6	176				
WOMAN'S DAY	16320	542	10.1	3.3	104	**23	0.8	0.1	8	520	20.7	3.2	213				
WORKING MOTHER	1496	**71	1.3	4.7	148	**23	0.8	1.5	90	**48	1.9	3.2	214				
WORKING WOMAN	1851	**119	2.2	6.4	201	**26	0.9	1.4	82	**92	3.7	5.0	332				
WORLD TENNIS	580	**54	1.0	9.3	291	**17	0.6	2.9	172	**37	1.5	6.4	426				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	590	11.0	4.8	148	424	14.8	3.4	200	*166	6.6	1.3	89				
BLAIR INSERTS	91671	3525	65.6	3.8	120	1868	65.3	2.0	120	1657	65.9	1.8	121				
DAILY NEWSPAPERS	109190	3812	70.9	3.5	109	1983	69.3	1.8	107	1829	72.8	1.7	112				
READ ANY	89587	2862	53.3	3.2	100	1445	50.5	1.6	95	1417	56.4	1.6	106				
READ ONE	19602	951	17.7	4.9	151	538	18.8	2.7	161	412	16.4	2.1	140				
READ TWO OR MORE																	
WEEKEND/SUNDAY NEWSPAPERS	109661	3953	73.6	3.6	113	2054	71.8	1.9	110	1899	75.6	1.7	116				
READ ANY	95074	3146	58.6	3.3	103	1650	57.7	1.7	102	1496	59.5	1.6	105				
READ ONE	14588	807	15.0	5.5	173	404	14.1	2.8	162	403	16.0	2.8	184				
READ TWO OR MORE																	
OUTDOOR	28.80	30.27				31.99				28.27							
100 SHWG - 30 DAY AV FREQ	149706	4848	90.2	3.2	101	2601	90.9	1.7	102	2248	89.5	1.5	100				
30 DAY REACH	15.16	15.85				16.78				14.78							
50 SHWG - 30 DAY AV FREQ	142406	4642	86.4	3.3	102	2484	86.9	1.7	102	2158	85.9	1.5	101				
30 DAY REACH	8.23	8.42				8.75				8.03							
25 SHWG - 30 DAY AV FREQ	131152	4370	81.3	3.3	104	2366	82.7	1.8	106	2004	79.7	1.5	102				
30 DAY REACH																	
CABLE TV: HOME WIRED	66879	2099	39.1	3.1	98	1060	37.1	1.6	93	1039	41.3	1.6	104				
HOME NOT WIRED	100848	3274	60.9	3.2	101	1800	62.9	1.8	105	1474	58.7	1.5	98				
HAVE PAY CABLE	35024	1126	21.0	3.2	100	716	25.0	2.0	120	*410	16.3	1.2	78				

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	22683	100.0	13.5	100	5232	100.0	3.1	100	5067	100.0	3.0	100	12384	100.0	7.4	100
MALES	79263	13680	60.3	17.3	128	3230	61.7	4.1	131	3334	65.8	4.2	139	7117	57.5	9.0	122
FEMALES	88464	9002	39.7	10.2	75	2002	38.3	2.3	73	1734	34.2	2.0	65	5267	42.5	6.0	81
18 - 24	28671	3544	15.6	12.4	91	*559	10.7	1.9	63	764	15.1	2.7	88	2221	17.9	7.7	105
25 - 34	39536	5412	23.9	13.7	101	1010	19.3	2.6	82	1041	20.5	2.6	87	3361	27.1	8.5	115
35 - 44	28978	4632	20.4	16.0	118	1050	20.1	3.6	116	1102	21.7	3.8	126	2480	20.0	8.6	116
45 - 54	22345	3390	14.9	15.2	112	812	15.5	3.6	116	801	15.8	3.6	119	1777	14.3	8.0	108
55 - 64	22224	3042	13.4	13.7	101	841	16.1	3.8	121	755	14.9	3.4	112	1447	11.7	6.5	88
65 OR OLDER	25973	2643	11.7	10.3	76	960	18.3	3.7	118	604	11.9	2.3	77	1099	8.9	4.2	57
18 - 34	68207	8956	39.5	13.1	97	1569	30.0	2.3	74	1805	35.6	2.6	88	5582	45.1	8.2	111
18 - 49	108058	15342	67.6	14.2	105	3077	58.8	2.8	91	3247	64.1	3.0	99	9017	72.8	8.3	113
25 - 54	90859	13434	59.2	14.8	109	2872	54.9	3.2	101	2944	58.1	3.2	107	7618	61.5	8.4	114
35 - 49	39851	6386	28.2	16.0	118	1508	28.8	3.8	121	1442	28.5	3.6	120	3435	27.7	8.6	117
50 OR OLDER	59669	7341	32.4	12.3	91	2154	41.2	3.6	116	1820	35.9	3.1	101	3367	27.2	5.6	76
GRADUATED COLLEGE	28091	6198	27.3	22.1	163	1281	24.5	4.6	146	1493	29.5	5.3	176	3425	27.7	12.2	165
ATTENDED COLLEGE	28938	4523	19.9	15.6	116	957	18.3	3.3	106	917	18.1	3.2	105	2649	21.4	9.2	124
GRADUATED HIGH SCHOOL	65503	7681	33.9	11.7	87	1821	34.8	2.8	89	1551	30.6	2.4	78	4310	34.8	6.6	89
DID NOT GRADUATE HIGH SCHOOL	45195	4281	18.9	9.5	70	1173	22.4	2.6	83	1107	21.8	2.4	81	2001	16.2	4.4	60
EMPLOYED MALES	56429	10616	46.8	18.8	139	2444	46.7	4.3	139	2479	48.9	4.4	145	5693	46.0	10.1	137
EMPLOYED FEMALES	43971	4776	21.1	10.9	80	884	16.9	2.0	64	918	18.1	2.1	69	2974	24.0	6.8	92
EMPLOYED FULL-TIME	87773	13956	61.5	15.9	118	3061	58.5	3.5	112	3089	61.0	3.5	116	7806	63.0	8.9	120
EMPLOYED PART-TIME	12627	1437	6.3	11.4	84	*267	5.1	2.1	68	*308	6.1	2.4	81	862	7.0	6.8	92
NOT EMPLOYED	67327	7290	32.1	10.8	80	1903	36.4	2.8	91	1670	33.0	2.5	82	3717	30.0	5.5	75
PROFESSIONAL/MANAGER	25845	5461	24.1	21.1	156	1254	24.0	4.9	156	1291	25.5	5.0	165	2916	23.5	11.3	153
TECH/CLERICAL/SALES	30895	4606	20.3	14.9	110	894	17.1	2.9	93	970	19.1	3.1	104	2742	22.1	8.9	120
PRECISION/CRAFT	12629	1819	8.0	14.4	107	*445	8.5	3.5	113	*314	6.2	2.5	82	1060	8.6	8.4	114
OTHER EMPLOYED	31031	3507	15.5	11.3	84	735	14.0	2.4	76	822	16.2	2.6	88	1950	15.7	6.3	85
SINGLE	35557	5374	23.7	15.1	112	1082	20.7	3.0	98	1149	22.7	3.2	107	3142	25.4	8.8	120
MARRIED	103585	13694	60.4	13.2	98	2916	55.7	2.8	90	3125	61.7	3.0	100	7653	61.8	7.4	100
DIVORCED/SEPARATED/WIDOWED	28585	3615	15.9	12.6	94	1233	23.6	4.3	138	793	15.7	2.8	92	1589	12.8	5.6	75
PARENTS	59295	7920	34.9	13.4	99	1653	31.6	2.8	89	1783	35.2	3.0	100	4484	36.2	7.6	102
WHITE	146081	19235	84.8	13.2	97	4215	80.6	2.9	92	4131	81.5	2.8	94	10888	87.9	7.5	101
BLACK	17974	2973	13.1	16.5	122	921	17.6	5.1	164	836	16.5	4.7	154	1216	9.8	6.8	92
OTHER	3672	*475	2.1	12.9	96	*95	1.8	2.6	83	**100	2.0	2.7	90	**280	2.3	7.6	103
NORTHEAST-CENSUS	37005	6678	29.4	18.0	133	1841	35.2	5.0	159	1378	27.2	3.7	123	3459	27.9	9.3	127
NORTH CENTRAL	42642	4378	19.3	10.3	76	829	15.8	1.9	62	1051	20.7	2.5	82	2498	20.2	5.9	79
SOUTH	56777	7147	31.5	12.6	93	1852	35.4	3.3	105	1804	35.6	3.2	105	3491	28.2	6.1	83
WEST	31303	4480	19.8	14.3	106	710	13.6	2.3	73	834	16.5	2.7	88	2937	23.7	9.4	127
NORTHEAST-MKTG.	38125	7403	32.6	19.4	144	2098	40.1	5.5	176	1718	33.9	4.5	149	3587	29.0	9.4	127
EAST CENTRAL	24794	2381	10.5	9.6	71	510	9.7	2.1	66	523	10.3	2.1	70	1348	10.9	5.4	74
WEST CENTRAL	28511	3145	13.9	11.0	82	611	11.7	2.1	69	722	14.2	2.5	84	1812	14.6	6.4	86
SOUTH	48953	5827	25.7	11.9	88	1410	26.9	2.9	92	1369	27.0	2.8	93	3048	24.6	6.2	84
PACIFIC	27344	3926	17.3	14.4	106	602	11.5	2.2	71	735	14.5	2.7	89	2589	20.9	9.5	128
COUNTY SIZE A	69301	12235	53.9	17.7	131	3077	58.8	4.4	142	2662	52.5	3.8	127	6496	52.5	9.4	127
COUNTY SIZE B	50633	6277	27.7	12.4	92	1351	25.8	2.7	86	1560	30.8	3.1	102	3366	27.2	6.6	90
COUNTY SIZE C	26259	2573	11.3	9.8	72	*446	8.5	1.7	54	458	9.0	1.7	58	1670	13.5	6.4	86
COUNTY SIZE D	21534	1597	7.0	7.4	55	*358	6.8	1.7	53	*387	7.6	1.8	59	852	6.9	4.0	54
METRO CENTRAL CITY	50014	8034	35.4	16.1	119	2048	39.1	4.1	131	1834	36.2	3.7	121	4152	33.5	8.3	112
METRO SUBURBAN	76832	10997	48.5	14.3	106	2430	46.4	3.2	101	2437	48.1	3.2	105	6130	49.5	8.0	108
NON METRO	40881	3652	16.1	8.9	66	754	14.4	1.8	59	796	15.7	1.9	64	2103	17.0	5.1	70
TOP 5 ADI'S	39550	7293	32.2	18.4	136	1855	35.5	4.7	150	1474	29.1	3.7	123	3964	32.0	10.0	136
TOP 10 ADI'S	54877	9921	43.7	18.1	134	2587	49.4	4.7	151	2270	44.8	4.1	137	5064	40.9	9.2	125
TOP 20 ADI'S	77516	13164	58.0	17.0	126	3281	62.7	4.2	136	3036	59.9	3.9	130	6847	55.3	8.8	120
HSGLD INC. \$50,000 OR MORE	17257	3557	15.7	20.6	152	813	15.5	4.7	151	943	18.6	5.5	181	1801	14.5	10.4	141
\$40,000 OR MORE	33235	6433	28.4	19.4	143	1497	28.6	4.5	144	1673	33.0	5.0	167	3264	26.4	9.8	133
\$30,000 OR MORE	59693	10783	47.5	18.1	134	2303	44.0	3.9	124	2570	50.7	4.3	143	5911	47.7	9.9	134
\$25,000 OR MORE	76275	13023	57.4	17.1	126	2734	52.3	3.6	115	3085	60.9	4.0	134	7204	58.2	9.4	128
\$20,000 - \$24,999	18607	2403	10.6	12.9	95	587	11.2	3.2	101	*423	8.3	2.3	75	1393	11.2	7.5	101
\$15,000 - \$19,999	17175	2145	9.5	12.5	92	606	11.6	3.5	113	*391	7.7	2.3	75	1147	9.3	6.7	90
\$10,000 - \$14,999	24569	2720	12.0	11.1	82	628	12.0	2.6	82	578	11.4	2.4	78	1513	12.2	6.2	83
UNDER \$10,000	31101	2393	10.5	7.7	57	676	12.9	2.2	70	590	11.6	1.9	63	1127	9.1	3.6	49
HOUSEHOLD OF 1 PERSON	19441	2730	12.0	14.0	104	896	17.1	4.6	148	530	10.5	2.7	90	1303	10.5	6.7	91
2 PEOPLE	51803	7153	31.5	13.8	102	1934	37.0	3.7	120	1625	32.1	3.1	104	3595	29.0	6.9	94
3 OR 4 PEOPLE	66933	9156	40.4	13.7	101	1765	33.7	2.6	85	2158	42.6	3.2	107	5233	42.3	7.8	106
5 OR MORE PEOPLE	29550	3644	16.1	12.3	91	*636	12.2	2.2	69	754	14.9	2.6	84	2253	18.2	7.6	103
NO CHILD IN HSHLD	96587	13234	58.3	13.7	101	3394	64.9	3.5	113	2979	58.8	3.1	102	6861	55.4	7.1	96
CHILD(REN) UNDER 2 YRS	10844	1418	6.3	13.1	97	*296	5.7	2.7	88	*327	6.5	3.0	100	795	6.4	7.3	99
2 - 5 YEARS	26358	3185	14.0	12.1	89	585	11.2	2.2	71	805	15.9	3.1	101	1795	14.5	6.8	92
6 - 11 YEARS	30453	3814	16.8	12.5	93	662	12.7	2.2	70	879	17.3	2.9	96	2273	18.4	7.5	101
12 - 17 YEARS	36575	5211	23.0	14.2	105	1104	21.1	3.0	97	1051	20.7	2.9	95	3057	24.7	8.4	113
RESIDENCE OWNED	117770	15604	68.8	13.2	98	3517	67.2	3.0	96	3738	73.8	3.2	105	8349	67.4	7.1	96
VALUE: \$50,000 OR MORE	70166	11425	50.4	16.3	120	2551	48.8	3.6	117	3004	59.3	4.3	142	5871	47.4	8.4	113
VALUE: UNDER \$50,000	47604	4178	18.4	8.8	65	966	18.5	2.0	65	734	14.5	1.5	51	2479	20.0	5.2	71

SIMMONS MARKET RESEARCH BUREAU, INC.

		ALL USERS					HEAVY USERS THREE OR MORE					MEDIUM USERS ONE - TWO					LIGHT USERS NONE				
		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX			
TOTAL ADULTS		167727	22683	100.0	13.5	100	5232	100.0	3.1	100	5067	100.0	3.0	100	12384	100.0	7.4	100			
MAGAZINES	QUINTILE 1	34022	6086	26.8	17.9	132	1080	20.6	3.2	102	1533	30.3	4.5	149	3474	28.1	10.2	138			
	QUINTILE 2	34800	5471	24.1	15.7	116	1261	24.1	3.6	116	1130	22.3	3.2	107	3080	24.9	8.9	120			
	QUINTILE 3	30514	3608	15.9	11.8	87	920	17.6	3.0	97	838	16.5	2.7	91	1850	14.9	6.1	82			
	QUINTILE 4	33324	3783	16.7	11.4	84	962	18.4	2.9	93	757	14.9	2.3	75	2064	16.7	6.2	84			
	QUINTILE 5	35066	3735	16.5	10.7	79	1009	19.3	2.9	92	809	16.0	2.3	76	1917	15.5	5.5	74			
NEWSPAPERS	QUINTILE 1	29107	5932	26.2	20.4	151	1425	27.2	4.9	157	1446	28.5	5.0	164	3061	24.7	10.5	142			
	QUINTILE 2	49095	6824	30.1	13.9	103	1706	32.6	3.5	111	1445	28.5	2.9	97	3673	29.7	7.5	101			
	QUINTILE 3	23107	2937	12.9	12.7	94	607	11.6	2.6	84	678	13.4	2.9	97	1652	13.3	7.1	97			
	QUINTILE 4	33556	3349	14.8	10.0	74	576	11.0	1.7	55	707	14.0	2.1	70	2066	16.7	6.2	83			
	QUINTILE 5	32863	3642	16.1	11.1	82	917	17.5	2.8	89	791	15.6	2.4	80	1933	15.6	5.9	80			
OUTDOOR	QUINTILE 1	33431	5091	22.4	15.2	113	1026	19.6	3.1	98	1161	22.9	3.5	115	2905	23.5	8.7	118			
	QUINTILE 2	33478	4638	20.4	13.9	102	955	18.3	2.9	91	913	18.0	2.7	90	2771	22.4	8.3	112			
	QUINTILE 3	33574	4409	19.4	13.1	97	1088	20.8	3.2	104	1030	20.3	3.1	102	2290	18.5	6.8	92			
	QUINTILE 4	33935	4249	18.7	12.5	93	1010	19.3	3.0	95	928	18.3	2.7	91	2311	18.7	6.8	92			
	QUINTILE 5	33310	4296	18.9	12.9	95	1152	22.0	3.5	111	1036	20.4	3.1	103	2108	17.0	6.3	86			
RADIO-DRIVE TIME	QUINTILE 1	33136	4832	21.3	14.6	108	1034	19.8	3.1	100	962	19.0	2.9	96	2836	22.9	8.6	116			
	QUINTILE 2	31658	4439	19.6	14.0	104	967	18.5	3.1	98	1009	19.9	3.2	106	2463	19.9	7.8	105			
	QUINTILE 3	32541	4287	18.9	13.2	97	903	17.3	2.8	89	1159	22.9	3.6	118	2225	18.0	6.8	93			
	QUINTILE 4	34247	4749	20.9	13.9	103	1127	21.5	3.3	105	898	17.7	2.6	87	2724	22.0	8.0	108			
	QUINTILE 5	36144	4376	19.3	12.1	90	1201	23.0	3.3	107	1039	20.5	2.9	95	2136	17.2	5.9	80			
RADIO-MID- DAY	TERCILE 1	45037	6288	27.7	14.0	103	1403	26.8	3.1	100	1187	23.4	2.6	87	3698	29.9	8.2	111			
	TERCILE 2	44819	6066	26.7	13.5	100	1273	24.3	2.8	91	1496	29.5	3.3	110	3297	26.6	7.4	100			
	TERCILE 3	77872	10329	45.5	13.3	98	2555	48.8	3.3	105	2385	47.1	3.1	101	5389	43.5	6.9	94			
RADIO-TOTAL	QUINTILE 1	33763	4902	21.6	14.5	107	1095	20.9	3.2	104	836	16.5	2.5	82	2972	24.0	8.8	119			
	QUINTILE 2	33240	4146	18.3	12.5	92	1043	19.9	3.1	101	1120	22.1	3.4	112	1983	16.0	6.0	81			
	QUINTILE 3	33408	4996	22.0	15.0	111	903	17.3	2.7	87	1247	24.6	3.7	124	2846	23.0	8.5	115			
	QUINTILE 4	34792	4692	20.7	13.5	100	1038	19.8	3.0	96	974	19.2	2.8	93	2681	21.6	7.7	104			
	QUINTILE 5	32524	3946	17.4	12.1	90	1153	22.0	3.5	114	890	17.6	2.7	91	1903	15.4	5.9	79			
TV-PRIME TIME	QUINTILE 1	33090	4296	18.9	13.0	96	1134	21.7	3.4	110	1042	20.6	3.1	104	2120	17.1	6.4	87			
	QUINTILE 2	33357	4643	20.5	13.9	103	1010	19.3	3.0	97	1121	22.1	3.4	111	2512	20.3	7.5	102			
	QUINTILE 3	33980	4631	20.4	13.6	101	1132	21.6	3.3	107	881	17.4	2.6	86	2618	21.1	7.7	104			
	QUINTILE 4	33854	5037	22.2	14.9	110	1141	21.8	3.4	108	1121	22.1	3.3	110	2776	22.4	8.2	111			
	QUINTILE 5	33444	4075	18.0	12.2	90	815	15.6	2.4	78	902	17.8	2.7	89	2359	19.0	7.1	96			
TV-DAYTIME	TERCILE 1	49121	5409	23.8	11.0	81	1410	26.9	2.9	92	1335	26.3	2.7	90	2664	21.5	5.4	73			
	TERCILE 2	48823	6353	28.0	13.0	96	1369	26.2	2.8	90	1273	25.1	2.6	86	3710	30.0	7.6	103			
	TERCILE 3	69782	10921	48.1	15.7	116	2452	46.9	3.5	113	2459	48.5	3.5	117	6010	48.5	8.6	117			
TV-TOTAL	QUINTILE 1	33584	4281	18.9	12.7	94	970	18.5	2.9	93	1170	23.1	3.5	115	2141	17.3	6.4	86			
	QUINTILE 2	33441	4091	18.0	12.2	90	1274	24.4	3.8	122	955	18.8	2.9	95	1862	15.0	5.6	75			
	QUINTILE 3	33505	4671	20.6	13.9	103	990	18.9	3.0	95	879	17.3	2.6	87	2802	22.6	8.4	113			
	QUINTILE 4	33466	5006	22.1	15.0	111	1088	20.8	3.3	104	941	18.6	2.8	93	2977	24.0	8.9	120			
	QUINTILE 5	33731	4635	20.4	13.7	102	909	17.4	2.7	86	1122	22.1	3.3	110	2603	21.0	7.7	105			
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	44503	8112	35.8	18.2	135	1767	33.8	4.0	127	1817	35.9	4.1	135	4528	36.6	10.2	138			
	NEWSPAPER IMPERATIVE	39363	4836	21.3	12.3	91	862	16.5	2.2	70	1161	22.9	2.9	98	2813	22.7	7.1	97			
		46441	6142	27.1	13.2	98	1697	32.4	3.7	117	1410	27.8	3.0	101	3035	24.5	6.5	89			
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	33726	5401	23.8	16.0	118	913	17.5	2.7	87	1201	23.7	3.6	118	3288	26.6	9.7	132			
	OUTDOOR IMPERATIVE	52846	8117	35.8	15.4	114	1987	38.0	3.8	121	1932	38.1	3.7	121	4198	33.9	7.9	108			
		52140	6268	27.6	12.0	89	1578	30.2	3.0	97	1227	24.2	2.4	78	3463	28.0	6.6	90			
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	37081	5813	25.6	15.7	116	1328	25.4	3.6	115	1380	27.2	3.7	123	3104	25.1	8.4	113			
	RADIO IMPERATIVE	49747	7889	34.8	15.9	117	1560	29.8	3.1	101	1808	35.7	3.6	120	4522	36.5	9.1	123			
		49208	5699	25.1	11.6	86	1306	25.0	2.7	85	1215	24.0	2.5	82	3179	25.7	6.5	87			
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	4902	21.6	14.8	109	1153	22.0	3.5	112	1235	24.4	3.7	123	2515	20.3	7.6	103			
	TELEVISION IMPERATIVE	54575	8888	39.2	16.3	120	1665	31.8	3.1	98	1883	37.2	3.5	114	5341	43.1	9.8	133			
		53249	5753	25.4	10.8	80	1562	29.9	2.9	94	1340	26.4	2.5	83	2850	23.0	5.4	72			
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	36255	5772	25.4	15.9	118	1271	24.3	3.5	112	1211	23.9	3.3	111	3290	26.6	9.1	123			
	OUTDOOR IMPERATIVE	55591	8570	37.8	15.4	114	2241	42.8	4.0	129	2024	39.9	3.6	121	4304	34.8	7.7	105			
		48319	5704	25.1	11.8	87	1152	22.0	2.4	76	1188	23.4	2.5	81	3364	27.2	7.0	94			
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	37242	5980	26.4	16.1	119	1566	29.9	4.2	135	1366	27.0	3.7	121	3048	24.6	8.2	111			
	RADIO IMPERATIVE	54423	8626	38.0	15.8	117	1939	37.1	3.6	114	1998	39.4	3.7	122	4690	37.9	8.6	117			
		46650	5214	23.0	11.2	83	908	17.4	1.9	62	1132	22.3	2.4	80	3175	25.6	6.8	92			
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	35974	5243	23.1	14.6	108	1485	28.4	4.1	132	1276	25.2	3.5	117	2482	20.0	6.9	93			
	TELEVISION IMPERATIVE	56095	9327	41.1	16.6	123	1992	38.1	3.6	114	1987	39.2	3.5	117	5348	43.2	9.5	129			
		47170	5032	22.2	10.7	79	1151	22.0	2.4	78	1190	23.5	2.5	84	2691	21.7	5.7	77			
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	33748	4507	19.9	13.4	99	973	18.6	2.9	92	862	17.0	2.6	85	2672	21.6	7.9	107			
	RADIO IMPERATIVE	52785	7685	33.9	14.6	108	1630	31.2	3.1	99	1709	33.7</									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	22683	100.0	13.5	100	5232	100.0	3.1	100	5067	100.0	3.0	100	12384	100.0	7.4	100
ATLANTIC MONTHLY	867	314	1.4	36.2	268	**32	0.6	3.7	118	**141	2.8	16.3	538	**141	1.1	16.3	220
BARRON'S	1580	525	2.3	33.2	246	**91	1.7	5.8	185	**121	2.4	7.7	254	**313	2.5	19.8	268
BETTER HOMES & GARDENS	22203	2823	12.4	12.7	94	490	9.4	2.2	71	691	13.6	3.1	103	1641	13.3	7.4	100
BON APPETIT	3810	830	3.7	21.8	161	209	4.0	5.5	176	*130	2.6	3.4	113	491	4.0	12.9	175
BUSINESS WEEK	4663	1076	4.7	23.1	171	165	3.2	3.5	113	370	7.3	7.9	263	541	4.4	11.6	157
CAR AND DRIVER	3102	576	2.5	18.6	137	**64	1.2	2.1	66	*141	2.8	4.5	150	371	3.0	12.0	162
CBS MAGAZINE NETWORK (GROSS)	7311	1625	7.2	22.2	164	*241	4.6	3.3	106	313	6.2	4.3	142	1071	8.6	14.6	198
CHANGING TIMES	3400	636	2.8	18.7	138	*108	2.1	3.2	102	*107	2.1	3.1	104	421	3.4	12.4	168
COLONIAL HOMES	1796	307	1.4	17.1	126	**53	1.0	3.0	95	*91	1.8	5.1	168	*163	1.3	9.1	123
CONDE NAST MAG. PKG. (GROSS)	19924	2965	13.1	14.9	110	405	7.7	2.0	65	575	11.3	2.9	96	1985	16.0	10.0	135
CONSUMERS DIGEST	3125	763	3.4	24.4	181	**100	1.9	3.2	103	*177	3.5	5.7	187	486	3.9	15.6	211
COSMOPOLITAN	10577	1574	6.9	14.9	110	249	4.8	2.4	75	291	5.7	2.8	91	1034	8.3	9.8	132
COUNTRY LIVING	3746	487	2.1	13.0	96	**52	1.0	1.4	45	*153	3.0	4.1	135	283	2.3	7.6	102
CUISINE	2214	577	2.5	26.1	193	*143	2.7	6.5	207	*148	2.9	6.7	221	286	2.3	12.9	175
CYCLE WORLD	2394	336	1.5	14.0	104	**44	0.8	1.8	59	**102	2.0	4.3	141	**191	1.5	8.0	108
DCI:CREATIVE IDEAS FOR LIV	3068	323	1.4	10.5	78	**60	1.1	2.0	63	**62	1.2	2.0	67	*202	1.6	6.6	89
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1362	6.0	14.3	105	279	5.3	2.9	94	263	5.2	2.8	91	820	6.6	8.6	116
DISCOVER	2277	440	1.9	19.3	143	**47	0.9	2.1	66	**77	1.5	3.4	112	316	2.6	13.9	188
EBONY	7187	1335	5.9	18.6	137	402	7.7	5.6	179	355	7.0	4.9	164	578	4.7	8.0	109
ESQUIRE	2560	521	2.3	20.4	150	*196	3.7	7.7	245	*86	1.7	3.4	111	239	1.9	9.3	126
ESSENCE	3242	609	2.7	18.8	139	*183	3.5	5.6	181	**109	2.2	3.4	111	318	2.6	9.8	133
FAMILY CIRCLE	19639	2207	9.7	11.2	83	412	7.9	2.1	67	528	10.4	2.7	89	1267	10.2	6.5	87
THE FAMILY HANDYMAN	3540	561	2.5	15.8	117	**50	1.0	1.4	45	*148	2.9	4.2	138	363	2.9	10.3	139
FAMILY WEEKLY	23924	2508	11.1	10.5	78	485	9.3	2.0	65	413	8.2	1.7	57	1610	13.0	6.7	91
FIELD & STREAM	9883	1218	5.4	12.3	91	272	5.2	2.8	88	304	6.0	3.1	102	641	5.2	6.5	88
FOOD & WINE	1030	294	1.3	28.5	211	**42	0.8	4.1	131	**48	0.9	4.7	154	*205	1.7	19.9	270
FORBES	2679	836	3.7	31.2	231	*146	2.8	5.4	175	238	4.7	8.9	294	452	3.6	16.9	229
FORTUNE	2931	888	3.9	30.3	224	*164	3.1	5.6	179	251	5.0	8.6	283	474	3.8	16.2	219
GENTLEMEN'S QUARTERLY	3481	724	3.2	20.8	154	*103	2.0	3.0	95	**129	2.5	3.7	123	492	4.0	14.1	191
GLAMOUR	7163	991	4.4	13.8	102	**133	2.5	1.9	60	*158	3.1	2.2	73	700	5.7	9.8	132
GOLF DIGEST	2355	575	2.5	24.4	181	*149	2.8	6.3	203	*121	2.4	5.1	170	305	2.5	13.0	175
GOLF DIGEST/TENNIS (GROSS)	3610	852	3.8	23.6	175	195	3.7	5.4	173	*162	3.2	4.5	149	496	4.0	13.7	186
GOLF MAGAZINE	2046	404	1.8	19.7	146	*118	2.3	5.8	185	**78	1.5	3.8	126	*208	1.7	10.2	138
GOLF MAGAZINE/SKI (GROSS)	3547	747	3.3	21.1	156	*156	3.0	4.4	141	*115	2.3	3.2	107	476	3.8	13.4	182
GOOD HOUSEKEEPING	20353	2243	9.9	11.0	81	407	7.8	2.0	64	451	8.9	2.2	73	1385	11.2	6.8	92
HARPER'S BAZAAR	3362	440	1.9	13.1	97	**73	1.4	2.2	70	**66	1.3	2.0	65	301	2.4	9.0	121
HEALTH	2987	445	2.0	14.9	110	**23	0.4	0.8	25	**100	2.0	3.3	111	*322	2.6	10.8	146
HEARST MAG CORP. BUY (GROSS)	67928	9482	41.8	14.0	103	1592	30.4	2.3	75	1967	38.8	2.9	96	5923	47.8	8.7	118
HEARST MAN POWER (GROSS)	11282	1839	8.1	16.3	121	261	5.0	2.3	74	369	7.3	3.3	108	1209	9.8	10.7	145
HEARST WOMAN POWER (GROSS)	40514	4971	21.9	12.3	91	846	16.2	2.1	67	979	19.3	2.4	80	3146	25.4	7.8	105
HOUSE BEAUTIFUL	4885	911	4.0	18.6	138	*213	4.1	4.4	140	*211	4.2	4.3	143	488	3.9	10.0	135
INC.	1308	404	1.8	30.9	228	**106	2.0	8.1	260	**63	1.2	4.8	159	*235	1.9	18.0	243
JET	6498	1267	5.6	19.5	144	384	7.3	5.9	189	318	6.3	4.9	162	565	4.6	8.7	118
LADIES' HOME JOURNAL	14797	1632	7.2	11.0	82	303	5.8	2.0	66	370	7.3	2.5	83	959	7.7	6.5	88
LHJ FAMILY GRP COMBO(GROSS)	21743	2656	11.7	12.2	90	427	8.2	2.0	63	535	10.6	2.5	81	1694	13.7	7.8	106
LIFE	9581	1884	8.3	19.1	141	364	7.0	3.7	118	432	8.5	4.4	145	1089	8.8	11.0	149
L.A. TIMES HOME MAGAZINE	2775	614	2.7	22.1	164	*123	2.4	4.4	142	*137	2.7	4.9	163	354	2.9	12.8	173
MADEMOISELLE	4219	691	3.0	16.4	121	**108	2.1	2.6	82	*165	3.3	3.9	129	418	3.4	9.9	134
MC CALL'S	16422	1857	8.2	11.3	84	337	6.4	2.1	66	416	8.2	2.5	84	1104	8.9	6.7	91
MC CALL'S/WRK MOTHER (GROSS)	17919	2146	9.5	12.0	89	376	7.2	2.1	67	505	10.0	2.8	93	1265	10.2	7.1	96
MECHANIX ILLUSTRATED	4433	743	3.3	16.8	124	*126	2.4	2.8	91	*166	3.3	3.7	124	452	3.6	10.2	138
METROPOLITAN HOME	1504	306	1.3	20.3	150	**38	0.7	2.5	81	*169	1.4	4.6	152	*199	1.6	13.2	179
MONEY	4723	1164	5.1	24.6	182	*184	3.5	3.9	125	327	6.5	6.9	229	653	5.3	13.8	187
MOTHER EARTH NEWS	2325	353	1.6	15.2	112	**59	1.1	2.5	81	**88	1.7	3.8	125	*206	1.7	8.9	120
MS.	1189	285	1.3	24.0	177	*37	0.7	3.1	100	*449	1.0	4.1	136	*199	1.6	16.7	227
NATIONAL ENQUIRER	18892	1782	7.9	9.4	70	408	7.8	2.2	69	383	7.6	2.0	67	991	8.0	5.2	71
NATIONAL GEOGRAPHIC	22129	4165	18.4	18.8	139	861	16.5	3.9	125	993	19.6	4.5	149	2310	18.7	10.4	141
NATIONAL SUNDAY MAGAZINE PKG	103750	15549	68.5	15.0	111	3555	67.9	3.4	110	3425	67.6	3.3	109	8569	69.2	8.3	112
NATURAL HISTORY	1379	270	1.2	19.6	145	*112	0.2	0.9	28	**52	1.0	3.8	125	*206	1.7	14.9	202
NEW WOMAN	2289	*257	1.1	11.2	83	*116	0.3	0.7	22	**54	1.1	2.4	78	*188	1.5	8.2	111
NEW YORK INCLUDING CUE	1088	282	1.2	25.9	192	**65	1.2	6.0	192	**85	1.7	7.8	259	*133	1.1	12.2	166
THE NEW YORKER	2459	670	3.0	27.2	201	*146	2.8	5.9	190	*169	3.3	6.9	227	355	2.9	14.4	196
NEWSWEEK	16527	3234	14.3	19.6	145	675	12.9	4.1	131	783	15.5	4.7	157	1776	14.3	10.7	146
THE N.Y. TIMES DAILY EDITION	2739	1008	4.4	36.8	272	309	5.9	11.3	362	299	5.9	10.9	361	401	3.2	14.6	198
THE N.Y. TIMES MAGAZINE	4443	1461	6.4	32.9	243	387	7.4	8.7	279	400	7.9	9.0	298	674	5.4	15.2	205
OHNI	2799	687	3.0	24.5	181	*149	2.8	5.3	171	*120	2.4	4.3	142	419	3.4	15.0	203
ON CABLE	2209	354	1.6	16.0	118	*37	0.7	1.7	54	*59	1.2	2.7	88	*258	2.1	11.7	158
1001 HOME IDEAS	3959	579	2.6	14.6	108	*101	1.9	2.6	82	*65	1.3	1.6	54	413	3.3	10.4	141
ORGANIC GARDENING	3111	461	2.0	14.8	110	*50	1.0	1.6	52	*103	2.0	3.3	110	308	2.5	9.9	134
OUTDOOR LIFE	5024	658	2.9	13.1	97	*112	2.1	2.2	71	*106	2.1	2.1	70	439	3.5	8.7	118
PARADE MAGAZINE	51292	8388	37.0	16.4	121	2116	40.4	4.1	132	1822	36.0	3.6	118	4449	35.9	8.7	117

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	22683	100.0	13.5	100	5232	100.0	3.1	100	5067	100.0	3.0	100	12384	100.0	7.4	100
PARENTS	5298	689	3.0	13.0	96	**78	1.5	1.5	47	*194	3.8	3.7	121	417	3.4	7.9	107
PENTHOUSE	5129	983	4.3	19.2	142	*131	2.5	2.6	82	*207	4.1	4.0	134	644	5.2	12.6	170
PEOPLE	21070	3093	13.6	14.7	109	656	12.5	3.1	100	657	13.0	3.1	103	1780	14.4	8.4	114
PLAYBOY	10562	1982	8.7	18.8	139	428	8.2	4.1	130	389	7.7	3.7	122	1165	9.4	11.0	149
POPULAR HOT RODDING	2498	*364	1.6	14.6	108	**34	0.6	1.4	44	**33	0.7	1.3	44	*296	2.4	11.8	160
POPULAR MECHANICS	5887	928	4.1	15.8	117	*142	2.7	2.4	77	*189	3.7	3.2	106	596	4.8	10.1	137
POPULAR SCIENCE	4317	952	4.2	22.1	163	*172	3.3	4.0	128	*164	3.2	3.8	126	616	5.0	14.3	193
PREVENTION	5792	771	3.4	13.3	98	*130	2.5	2.2	72	*171	3.4	3.0	98	470	3.8	8.1	110
PSYCHOLOGY TODAY	3284	800	3.5	24.4	180	*162	3.1	4.9	158	*138	2.7	4.2	139	501	4.0	15.3	207
READER'S DIGEST	40046	5183	22.8	12.9	96	1298	24.8	3.2	104	1037	20.5	2.6	86	2848	23.0	7.1	96
REDBOOK	9584	1153	5.1	12.0	89	*190	3.6	2.0	64	*237	4.7	2.5	82	726	5.9	7.6	103
ROAD & TRACK	2590	538	2.4	20.8	154	**136	2.6	5.3	168	**94	1.9	3.6	120	308	2.5	11.9	161
ROLLING STONE	3302	758	3.3	23.0	170	**75	1.4	2.3	73	*150	3.0	4.5	150	532	4.3	16.1	218
RUNNER'S WORLD	1229	*260	1.1	21.2	156	**93	1.8	7.6	243	**13	0.3	1.1	35	*154	1.2	12.5	170
SATURDAY EVENING POST	2110	378	1.7	17.9	132	**52	1.0	2.5	79	**85	1.7	4.0	133	*241	1.9	11.4	155
SCIENCE 84	1543	309	1.4	20.0	148	**44	0.8	2.9	91	**3E	0.7	2.5	82	*228	1.8	14.8	200
SCIENCE DIGEST	1747	302	1.3	17.3	128	**29	0.6	1.7	53	**41	0.8	2.3	78	*232	1.9	13.3	180
SCIENTIFIC AMERICAN	1994	584	2.6	29.3	217	**59	1.1	3.0	95	*137	2.7	6.9	227	388	3.1	19.5	264
SELF	3119	471	2.1	15.1	112	**29	0.6	0.9	30	**78	1.5	2.5	83	363	2.9	11.6	158
SEVENTEEN	3923	480	2.1	12.2	90	**80	1.5	2.0	65	**91	1.8	2.3	77	309	2.5	7.9	107
SKI	1501	343	1.5	22.9	169	**38	0.7	2.5	81	**37	0.7	2.5	82	*267	2.2	17.8	241
SMITHSONIAN	5976	1466	6.5	24.5	181	378	7.2	6.3	203	283	5.6	4.7	157	804	6.5	13.5	182
SOAP OPERA DIGEST	4228	547	2.4	12.9	96	**96	1.8	2.3	73	**65	1.3	1.6	53	383	3.1	9.1	123
SOUTHERN LIVING	6488	1039	4.6	16.0	118	*220	4.2	3.4	109	*202	4.0	3.1	103	618	5.0	9.5	129
SPORT	3500	585	2.6	16.7	124	*191	3.7	5.5	175	**94	1.9	2.7	89	300	2.4	8.6	116
THE SPORTING NEWS	2456	350	1.5	14.3	105	**78	1.5	3.2	102	**36	0.7	1.5	49	*236	1.9	9.6	130
SPORTS AFIELD	3648	609	2.7	16.7	123	**90	1.7	2.5	79	**139	2.7	3.8	126	380	3.1	10.4	141
SPORTS ILLUSTRATED	14484	2687	11.8	18.6	137	592	11.3	4.1	131	612	12.1	4.2	140	1483	12.0	10.2	139
STAR	12661	1434	6.3	11.3	84	364	7.0	2.9	92	306	6.0	2.4	80	764	6.2	6.0	82
SUNDAY	52799	8810	38.8	16.7	123	2193	41.9	4.2	133	2139	42.2	4.1	134	4478	36.2	8.5	115
SUNSET	3513	859	3.8	24.5	181	*119	2.3	3.4	109	*166	3.3	4.7	156	574	4.6	16.3	221
TV GUIDE	42766	5292	23.3	12.4	92	1202	23.0	2.8	90	1123	22.2	2.6	87	2967	24.0	6.9	94
TENNIS	1254	*277	1.2	22.1	163	**46	0.9	3.7	118	**41	0.8	3.3	108	*191	1.5	15.2	206
TIME	22054	4191	18.5	19.0	141	938	17.9	4.3	136	829	16.4	3.8	124	2424	19.6	11.0	149
TOWN & COUNTRY	1555	360	1.6	23.2	171	**60	1.1	3.9	124	**90	1.8	5.8	192	*210	1.7	13.5	183
TRAVEL & LEISURE	2173	555	2.4	25.5	189	*123	2.4	5.7	181	*111	2.2	5.1	169	321	2.6	14.8	200
TRUE STORY	4636	425	1.9	9.2	68	**75	1.4	1.6	52	**127	2.5	2.7	91	*223	1.8	4.8	65
U.S. NEWS & WORLD REPORT	10353	1943	8.6	18.8	139	383	7.3	3.7	119	532	10.5	5.1	170	1028	8.3	9.9	134
USA TODAY	4994	1035	4.6	20.7	153	266	5.1	5.3	171	*244	4.8	4.9	162	526	4.2	10.5	143
US	3528	499	2.2	14.1	105	**81	1.5	2.3	74	**72	1.4	2.0	68	347	2.8	9.8	133
VOGUE	5424	813	3.6	15.0	111	*135	2.6	2.5	80	*173	3.4	3.2	106	504	4.1	9.3	126
WALL STREET JOURNAL	6292	1841	8.1	29.3	216	432	8.3	6.9	220	453	8.9	7.2	238	956	7.7	15.2	206
WEIGHT WATCHERS	2762	368	1.6	13.3	99	**44	0.8	1.6	51	**50	1.0	1.8	60	*275	2.2	10.0	135
WOMAN'S DAY	16320	1906	8.4	11.7	86	310	5.9	1.9	61	431	8.5	2.6	87	1165	9.4	7.1	97
WORKING MOTHER	1496	*290	1.3	19.4	143	**40	0.8	2.7	86	**90	1.8	6.0	199	*161	1.3	10.8	146
WORKING WOMAN	1851	338	1.5	18.3	135	**43	0.8	2.3	74	**113	2.2	6.1	202	*182	1.5	9.8	133
WORLD TENNIS	580	**186	0.8	32.1	237	**5	0.1	0.9	28	**62	1.2	10.7	354	**119	1.0	20.5	278
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2665	11.7	21.5	159	366	7.0	2.9	95	475	9.4	3.8	127	1825	14.7	14.7	199
BLAIR INSERTS	91671	14884	65.6	16.2	120	3557	68.0	3.9	124	3371	66.5	3.7	122	7955	64.2	8.7	118
DAILY NEWSPAPERS																	
READ ANY	109190	16105	71.0	14.7	109	3793	72.5	3.5	111	3597	71.0	3.3	109	8714	70.4	8.0	108
READ ONE	89587	12183	53.7	13.6	101	2914	55.7	3.3	104	2598	51.3	2.9	96	6671	53.9	7.4	101
READ TWO OR MORE	19602	3922	17.3	20.0	148	879	16.8	4.5	144	999	19.7	5.1	169	2043	16.5	10.4	141
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	16564	73.0	15.1	112	3833	73.3	3.5	112	3716	73.3	3.4	112	9016	72.8	8.2	111
READ ONE	95074	13318	58.7	14.0	104	3112	59.5	3.3	105	2952	58.3	3.1	103	7253	58.6	7.6	103
READ TWO OR MORE	14588	3246	14.3	22.3	165	720	13.8	4.9	158	763	15.1	5.2	173	1763	14.2	12.1	164
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	30.33				30.01				29.90				30.63			
30 DAY REACH	149706	20210	89.1	13.5	100	4570	87.3	3.1	98	4466	88.1	3.0	99	11174	90.2	7.5	101
50 SHMG - 30 DAY AV FREQ	15.16	15.87				15.88				15.80				15.90			
30 DAY REACH	142406	19343	85.3	13.6	100	4324	82.6	3.0	97	4225	83.4	3.0	98	10794	87.2	7.6	103
25 SHMG - 30 DAY AV FREQ	8.23	8.57				8.69				8.44				8.57			
30 DAY REACH	131152	17950	79.1	13.7	101	3969	75.9	3.0	97	3966	78.3	3.0	100	10015	80.9	7.6	103
CABLE TV: HOME WIRED	66879	9557	42.1	14.3	106	1994	38.1	3.0	96	1931	38.1	2.9	96	5633	45.5	8.4	114
HOME NOT WIRED	100848	13126	57.9	13.0	96	3238	61.9	3.2	103	3136	61.9	3.1	103	6752	54.5	6.7	91
HAVE PAY CABLE	35024	5247	23.1	15.0	111	1045	20.0	3.0	96	1160	22.9	3.3	110	3042	24.6	8.7	118

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	13680	100.0	17.3	100	3230	100.0	4.1	100	3334	100.0	4.2	100	7117	100.0	9.0	100
HOUSEHOLD HEADS	66405	11774	86.1	17.7	103	3002	92.9	4.5	111	2865	85.9	4.3	103	5907	83.0	8.9	99
18 - 24	13945	1868	13.7	13.4	78	*234	7.2	1.7	41	*557	16.7	4.0	95	1078	15.1	7.7	86
25 - 34	19334	3420	25.0	17.7	102	762	23.6	3.9	97	662	19.9	3.4	81	1996	28.0	10.3	115
35 - 44	14196	3119	22.8	22.0	127	650	20.1	4.6	112	787	23.6	5.5	132	1682	23.6	11.8	132
45 - 54	10896	2120	15.5	19.5	113	521	16.1	4.8	117	564	16.9	5.2	123	1035	14.5	9.5	106
55 - 64	10378	1863	13.6	18.0	104	625	19.3	6.0	148	495	14.8	4.8	113	744	10.5	7.2	80
65 OR OLDER	10514	1290	9.4	12.3	71	438	13.6	4.2	102	*269	8.1	2.6	61	584	8.2	5.6	62
18 - 34	33279	5288	38.7	15.9	92	996	30.8	3.0	73	1219	36.6	3.7	87	3073	43.2	9.2	103
18 - 49	52904	9423	68.9	17.8	103	1926	59.6	3.6	89	2203	66.1	4.2	99	5295	74.4	10.0	111
25 - 54	44426	8659	63.3	19.5	113	1934	59.9	4.4	107	2013	60.4	4.5	108	4712	66.2	10.6	118
35 - 49	19625	4134	30.2	21.1	122	929	28.8	4.7	116	984	29.5	5.0	119	2221	31.2	11.3	126
50 OR OLDER	26359	4258	31.1	16.2	94	1305	40.4	5.0	121	1131	33.9	4.3	102	1822	25.6	6.9	77
GRADUATED COLLEGE	15982	4423	32.3	27.7	160	1063	32.9	6.7	163	1167	35.0	7.3	174	2193	30.8	13.7	153
ATTENDED COLLEGE	13629	2604	19.0	19.1	111	560	17.3	4.1	101	581	17.4	4.3	101	1463	20.6	10.7	120
GRADUATED HIGH SCHOOL	28591	4261	31.1	14.9	86	1008	31.2	3.5	87	851	25.5	3.0	71	2401	33.7	8.4	94
DID NOT GRADUATE HIGH SCHOOL	21061	2393	17.5	11.4	66	600	18.6	2.8	70	734	22.0	3.5	83	1059	14.9	5.0	56
EMPLOYED FULL-TIME	52316	9862	72.1	18.9	109	2301	71.2	4.4	108	2282	68.4	4.4	104	5279	74.2	10.1	112
EMPLOYED PART-TIME	4113	755	5.5	18.4	106	**144	4.5	3.5	86	**196	5.9	4.8	113	*415	5.8	10.1	112
NOT EMPLOYED	22834	3064	22.4	13.4	78	786	24.3	3.4	84	855	25.6	3.7	89	1423	20.0	6.2	69
PROFESSIONAL/MANAGER	15034	3891	28.4	25.9	150	989	30.6	6.6	161	952	28.6	6.3	151	1950	27.4	13.0	144
TECH/CLERICAL/SALES	11255	2439	17.8	21.7	126	509	15.8	4.5	111	574	17.2	5.1	121	1357	19.1	12.1	134
PRECISION/CRAFT	11607	1777	13.0	15.3	89	*438	13.6	3.8	93	*314	9.4	2.7	64	1026	14.4	8.8	98
OTHER EMPLOYED	18534	2510	18.3	13.5	78	509	15.8	2.7	67	640	19.2	3.5	82	1362	19.1	7.3	82
SINGLE	19562	3252	23.8	16.6	96	634	19.6	3.2	80	833	25.0	4.3	101	1786	25.1	9.1	102
MARRIED	51896	8950	65.4	17.2	100	2177	67.4	4.2	103	2217	66.5	4.3	102	4556	64.0	8.8	98
DIVORCED/SEPARATED/WIDOWED	7804	1479	10.8	19.0	110	419	13.0	5.4	132	*285	8.5	3.7	87	775	10.9	9.9	111
PARENTS	25372	4614	33.7	18.2	105	982	30.4	3.9	95	1172	35.2	4.6	110	2460	34.6	9.7	108
WHITE	69658	11695	85.5	16.8	97	2652	82.1	3.8	93	2811	84.3	4.0	96	6232	87.6	8.9	100
BLACK	7909	1632	11.9	20.6	120	519	16.1	6.6	161	462	13.9	5.8	139	650	9.1	8.2	92
OTHER	1696	*353	2.6	20.8	121	**59	1.8	3.5	85	**60	1.8	3.5	84	**234	3.3	13.8	154
NORTHEAST-CENSUS	17202	3788	27.7	22.0	128	1066	33.0	6.2	152	950	28.5	5.5	131	1772	24.9	10.3	115
NORTH CENTRAL	20461	2955	21.6	14.4	84	562	17.4	2.7	67	662	19.9	3.2	77	1732	24.3	8.5	94
SOUTH	26695	4148	30.3	15.5	90	1108	34.3	4.2	102	1122	33.7	4.2	100	1918	26.9	7.2	80
WEST	14906	2790	20.4	18.7	108	495	15.3	3.3	81	601	18.0	4.0	96	1695	23.8	11.4	127
NORTHEAST-MKTG.	17962	4106	30.0	22.9	132	1235	38.2	6.9	169	1124	33.7	6.3	149	1747	24.5	9.7	108
EAST CENTRAL	11741	1512	11.1	12.9	75	*391	12.1	3.3	82	*344	10.3	2.9	70	776	10.9	6.6	74
WEST CENTRAL	13518	2159	15.8	16.0	93	*392	12.1	2.9	71	*420	12.6	3.1	74	1347	18.9	10.0	111
SOUTH	23168	3492	25.5	15.1	87	794	24.6	3.4	84	915	27.4	3.9	94	1784	25.1	7.7	86
PACIFIC	12874	2412	17.6	18.7	109	*419	13.0	3.3	80	531	15.9	4.1	98	1463	20.6	11.4	127
COUNTY SIZE A	32596	7236	52.9	22.2	129	1825	56.5	5.6	137	1845	55.3	5.7	135	3566	50.1	10.9	122
COUNTY SIZE B	23814	3752	27.4	15.8	91	819	25.4	3.4	84	951	28.5	4.0	95	1982	27.8	8.3	93
COUNTY SIZE C	12663	1631	11.9	12.9	75	*309	9.6	2.4	60	*307	9.2	2.4	58	1016	14.3	8.0	89
COUNTY SIZE D	10190	1062	7.8	10.4	60	*277	8.6	2.7	67	**231	6.9	2.3	54	*554	7.8	5.4	61
METRO CENTRAL CITY	23190	4854	35.5	20.9	121	1245	38.5	5.4	132	1298	38.9	5.6	133	2312	32.5	10.0	111
METRO SUBURBAN	36920	6628	48.5	18.0	104	1487	46.0	4.0	99	1552	46.6	4.2	100	3590	50.4	9.7	108
NON METRO	19152	2198	16.1	11.5	66	498	15.4	2.6	64	*485	14.5	2.5	60	1215	17.1	6.3	71
TOP 5 ADI'S	18703	4239	31.0	22.7	131	1033	32.0	5.5	136	1089	32.7	5.8	138	2117	29.7	11.3	126
TOP 10 ADI'S	26158	5762	42.1	22.0	128	1469	45.5	5.6	138	1581	47.4	6.0	144	2711	38.1	10.4	115
TOP 20 ADI'S	36612	7856	57.4	21.5	124	1943	60.2	5.3	130	2082	62.4	5.7	135	3831	53.8	10.5	117
HSGLD INC. \$50,000 OR MORE	9326	2253	16.5	24.2	140	495	15.3	5.3	130	683	20.5	7.3	174	1075	15.1	11.5	128
\$40,000 OR MORE	18002	4167	30.5	23.1	134	1000	31.0	5.6	136	1190	35.7	6.6	157	1977	27.8	11.0	122
\$30,000 OR MORE	31361	7134	52.1	22.7	132	1651	51.1	5.3	129	1894	56.8	6.0	144	3589	50.4	11.4	127
\$25,000 OR MORE	39858	8504	62.2	21.3	124	1943	60.2	4.9	120	2220	66.6	5.6	132	4342	61.0	10.9	121
\$20,000 - \$24,999	8664	1309	9.6	15.1	88	*272	8.4	3.1	77	*256	7.7	3.0	70	781	11.0	9.0	100
\$15,000 - \$19,999	7964	1107	8.1	13.9	81	*210	6.5	2.6	65	*243	7.3	3.1	73	655	9.2	8.2	92
\$10,000 - \$14,999	11093	1598	11.7	14.4	83	479	14.8	4.3	106	*326	9.8	2.9	70	793	11.1	7.1	80
UNDER \$10,000	11683	1162	8.5	9.9	58	*327	10.1	2.8	69	*289	8.7	2.5	59	546	7.7	4.7	52
HOUSEHOLD OF 1 PERSON	7453	1420	10.4	19.1	110	510	15.8	6.8	168	*201	6.0	2.7	64	710	10.0	9.5	106
2 PEOPLE	24757	4262	31.2	17.2	100	1238	38.3	5.0	123	1086	32.6	4.4	104	1939	27.2	7.8	87
3 OR 4 PEOPLE	32682	6065	44.3	18.6	108	1117	34.6	3.4	84	1612	48.4	4.9	117	3337	46.9	10.2	114
5 OR MORE PEOPLE	14370	1933	14.1	13.5	78	*366	11.3	2.5	63	*436	13.1	3.0	72	1132	15.9	7.9	88
NO CHILD IN HSHLD	46768	8155	59.6	17.4	101	2128	65.9	4.6	112	1992	59.7	4.3	101	4035	56.7	8.6	96
CHILD(REN) UNDER 2 YRS	4799	821	6.0	17.1	99	**137	4.2	2.9	70	**292	8.8	6.1	145	*393	5.5	8.2	91
2 - 5 YEARS	11125	1634	11.9	14.7	85	*300	9.3	2.7	66	*476	14.3	4.3	102	858	12.1	7.7	86
6 - 11 YEARS	14193	2249	16.4	15.8	92	408	12.6	2.9	71	596	17.9	4.2	100	1245	17.5	8.8	98
12 - 17 YEARS	17402	3075	22.5	17.7	102	647	20.0	3.7	91	664	19.9	3.8	91	1765	24.8	10.1	113
RESIDENCE OWNED	56398	9567	69.9	17.0	98	2296	71.1	4.1	100	2408	72.2	4.3	102	4863	68.3	8.6	96
VALUE: \$50,000 OR MORE	34811	7073	51.7	20.3	118	1700	52.6	4.9	120	1986	59.6	5.7	136	3388	47.6	9.7	108
VALUE: UNDER \$50,000	21587	2494	18.2	11.6	67	*596	18.5	2.8	68	*423	12.7	2.0	47	1476	20.7	6.8	76

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES		79263	13680	100.0	17.3	100	3230	100.0	4.1	100	3334	100.0	4.2	100	7117	100.0	9.0	100
MAGAZINES	QUINTILE 1	16033	3447	25.2	21.5	125	675	20.9	4.2	103	868	26.0	5.4	129	1904	26.8	11.9	132
	QUINTILE 2	15354	3204	23.4	20.9	121	750	23.2	4.9	120	781	23.4	5.1	121	1673	23.5	10.9	121
	QUINTILE 3	15888	2510	18.3	15.8	92	637	19.7	4.0	98	668	20.0	4.2	100	1205	16.9	7.6	84
	QUINTILE 4	17310	2370	17.3	13.7	79	563	17.4	3.3	80	453	13.6	2.6	62	1354	19.0	7.8	87
	QUINTILE 5	14677	2149	15.7	14.6	85	605	18.7	4.1	101	563	16.9	3.8	91	981	13.8	6.7	74
NEWSPAPERS	QUINTILE 1	15277	3691	27.0	24.2	140	899	27.8	5.9	144	985	29.5	6.4	153	1807	25.4	11.8	132
	QUINTILE 2	22745	4138	30.2	18.2	105	1183	36.6	5.2	128	983	29.5	4.3	103	1972	27.7	8.7	97
	QUINTILE 3	10692	1722	12.6	16.1	93	*260	8.0	2.4	60	*437	13.1	4.1	97	1025	14.4	9.6	107
	QUINTILE 4	11646	1535	11.2	13.2	76	*238	7.4	2.0	50	*323	9.7	2.8	66	974	13.7	8.4	93
	QUINTILE 5	18903	2595	19.0	13.7	80	650	20.1	3.4	84	606	18.2	3.2	76	1339	18.8	7.1	79
OUTDOOR	QUINTILE 1	16620	3031	22.2	18.2	106	593	18.4	3.6	88	760	22.8	4.6	109	1678	23.6	10.1	112
	QUINTILE 2	16377	2816	20.6	17.2	100	578	17.9	3.5	87	586	17.6	3.6	85	1653	23.2	10.1	112
	QUINTILE 3	15995	2814	20.6	17.6	102	699	21.6	4.4	107	765	22.9	4.8	114	1350	19.0	8.4	94
	QUINTILE 4	15592	2383	17.4	15.3	89	553	17.1	3.5	87	508	15.2	3.3	77	1323	18.6	8.5	94
	QUINTILE 5	14679	2636	19.3	18.0	104	809	25.0	5.5	135	715	21.4	4.9	116	1113	15.6	7.6	84
RADIO-DRIVE TIME	QUINTILE 1	15746	2887	21.1	18.3	106	585	18.1	3.7	91	723	21.7	4.6	109	1579	22.2	10.0	112
	QUINTILE 2	15067	2787	20.4	18.5	107	623	19.3	4.1	101	703	21.1	4.7	111	1462	20.5	9.7	108
	QUINTILE 3	15631	2661	19.5	17.0	99	567	17.6	3.6	89	644	19.3	4.1	98	1450	20.4	9.3	103
	QUINTILE 4	16245	2849	20.8	17.5	102	819	25.4	5.0	124	616	18.5	3.8	90	1413	19.9	8.7	97
	QUINTILE 5	16573	2497	18.3	15.1	87	637	19.7	3.8	94	648	19.4	3.9	93	1213	17.0	7.3	82
RADIO-MID- DAY	TERCILE 1	21788	3949	28.9	18.1	105	871	27.0	4.0	98	914	27.4	4.2	100	2164	30.4	9.9	111
	TERCILE 2	21151	3528	25.8	16.7	97	847	26.2	4.0	98	836	25.1	4.0	94	1845	25.9	8.7	97
	TERCILE 3	36323	6204	45.4	17.1	99	1512	46.8	4.2	102	1583	47.5	4.4	104	3108	43.7	8.6	95
RADIO-TOTAL	QUINTILE 1	15977	2974	21.7	18.6	108	581	18.0	3.6	89	657	19.7	4.1	98	1736	24.4	10.9	121
	QUINTILE 2	15923	2524	18.5	15.9	92	687	21.3	4.3	106	763	22.9	4.8	114	1073	15.1	6.7	75
	QUINTILE 3	14980	2958	21.6	19.7	114	616	19.1	4.1	101	647	19.4	4.3	103	1695	23.8	11.3	126
	QUINTILE 4	17123	2867	21.0	16.7	97	735	22.8	4.3	105	649	19.5	3.8	90	1482	20.8	8.7	96
	QUINTILE 5	15260	2358	17.2	15.5	90	610	18.9	4.0	98	617	18.5	4.0	96	1130	15.9	7.4	82
TV-PRIME TIME	QUINTILE 1	15674	2484	18.2	15.8	92	567	17.6	3.6	89	671	20.1	4.3	102	1247	17.5	8.0	89
	QUINTILE 2	15944	2937	21.5	18.4	107	594	18.4	3.7	91	736	22.1	4.6	110	1607	22.6	10.1	112
	QUINTILE 3	16037	2795	20.4	17.4	101	761	23.6	4.7	116	592	17.8	3.7	88	1442	20.3	9.0	100
	QUINTILE 4	15412	3011	22.0	19.5	113	790	24.5	5.1	126	783	23.5	5.1	121	1438	20.2	9.3	104
	QUINTILE 5	16194	2454	17.9	15.2	88	519	16.1	3.2	79	552	16.6	3.4	81	1382	19.4	8.5	95
TV-DAYTIME	TERCILE 1	19156	2601	19.0	13.6	79	749	23.2	3.9	96	679	20.4	3.5	84	1174	16.5	6.1	68
	TERCILE 2	19343	3505	25.6	18.1	105	726	22.5	3.8	92	852	25.6	4.4	105	1927	27.1	10.0	111
	TERCILE 3	40764	7574	55.4	18.6	108	1755	54.3	4.3	106	1803	54.1	4.4	105	4016	56.4	9.9	110
TV-TOTAL	QUINTILE 1	15844	2565	18.8	16.2	94	587	18.2	3.7	91	722	21.7	4.6	108	1256	17.6	7.9	88
	QUINTILE 2	15767	2537	18.5	16.1	93	758	23.5	4.8	118	628	18.8	4.0	95	1151	16.2	7.3	81
	QUINTILE 3	15775	2805	20.5	17.8	103	614	19.0	3.9	96	589	17.7	3.7	89	1602	22.5	10.2	113
	QUINTILE 4	15903	2962	21.7	18.6	108	652	20.2	4.1	101	639	19.2	4.0	96	1672	23.5	10.5	117
	QUINTILE 5	15974	2812	20.6	17.6	102	620	19.2	3.9	95	757	22.7	4.7	113	1435	20.2	9.0	100
MAGAZINES-NEWSPAPERS: DUAL		21225	4712	34.4	22.2	129	1199	37.1	5.6	139	1120	33.6	5.3	125	2392	33.6	11.3	126
MAGAZINE IMPERATIVE		17728	2858	20.9	16.1	93	416	12.9	2.3	58	746	22.4	4.2	100	1695	23.8	9.6	106
NEWSPAPER IMPERATIVE		22987	3955	28.9	17.2	100	1024	31.7	4.5	109	1052	31.6	4.6	109	1879	26.4	8.2	91
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	16244	3127	22.9	19.3	112	537	16.6	3.3	81	738	22.1	4.5	108	1853	26.0	11.4	127
	MAGAZINE IMPERATIVE	24016	4869	35.6	20.3	117	1280	39.6	5.3	131	1293	38.8	5.4	128	2296	32.3	9.6	106
	OUTDOOR IMPERATIVE	26020	4044	29.6	15.5	90	991	30.7	3.8	93	876	26.3	3.4	80	2177	30.6	8.4	93
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	16918	3467	25.3	20.5	119	747	23.1	4.4	108	959	28.8	5.7	135	1761	24.7	10.4	116
	MAGAZINE IMPERATIVE	23456	4712	34.4	20.1	116	1070	33.1	4.6	112	1105	33.1	4.7	112	2537	35.6	10.8	120
	RADIO IMPERATIVE	23900	3580	26.2	15.0	87	835	25.9	3.5	86	857	25.7	3.6	85	1888	26.5	7.9	88
MAGAZINES-TELEVISION: DUAL		15791	2938	21.5	18.6	108	717	22.2	4.5	111	727	21.8	4.6	109	1493	21.0	9.5	105
MAGAZINE IMPERATIVE		25476	5236	38.3	20.6	119	1045	32.4	4.1	101	1276	38.3	5.0	119	2915	41.0	11.4	127
TELEVISION IMPERATIVE		25744	3666	26.8	14.2	83	975	30.2	3.8	93	934	28.0	3.6	86	1757	24.7	6.8	76
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	17628	3428	25.1	19.4	113	770	23.8	4.4	107	760	22.8	4.3	102	1899	26.7	10.8	120
	NEWSPAPER IMPERATIVE	26414	5294	38.7	20.0	116	1482	45.9	5.6	138	1404	42.1	5.3	126	2408	33.8	9.1	102
	OUTDOOR IMPERATIVE	23059	3452	25.2	15.0	87	630	19.5	2.7	67	802	24.1	3.5	83	2021	28.4	8.8	98
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17996	3687	27.0	20.5	119	958	29.7	5.3	131	996	29.9	5.5	132	1733	24.4	9.6	107
	NEWSPAPER IMPERATIVE	26269	5247	38.4	20.0	116	1288	39.9	4.9	120	1269	38.1	4.8	115	2690	37.8	10.2	114
	RADIO IMPERATIVE	21342	3045	22.3	14.3	83	489	15.1	2.3	56	685	20.5	3.2	76	1871	26.3	8.8	98
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17359	3230	23.6	18.6	108	907	28.1	5.2	128	888	26.6	5.1	122	1435	20.2	8.3	92
	NEWSPAPER IMPERATIVE	26889	5643	41.3	21.0	122	1290	39.9	4.8	118	1329	39.9	4.9	118	3024	42.5	11.2	125
	TELEVISION IMPERATIVE	21698	2962	21.7	13.7	79	652	20.2	3.0	74	678	20.3	3.1	74	1632	22.9	7.5	84
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	16456	2647	19.3	16.1	93	645	20.0	3.9	96	553	16.6	3.4	80	1449	20.4	8.8	98
	OUTDOOR IMPERATIVE	25870	4691	34.3	18.1	105	941	29.1	3.6	89	1109	33.3	4.3					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	13680	100.0	17.3	100	3230	100.0	4.1	100	3334	100.0	4.2	100	7117	100.0	9.0	100
ATLANTIC MONTHLY	452	*255	1.9	56.4	327	**26	0.8	5.8	141	**118	3.5	26.1	621	**112	1.6	24.8	276
BARRON'S	1058	435	3.2	41.1	238	**86	2.7	8.1	199	*92	2.8	8.7	207	*258	3.6	24.4	272
BETTER HOMES & GARDENS	4773	986	7.2	20.7	120	*139	4.3	2.9	71	286	8.6	6.0	142	561	7.9	11.8	131
BON APPETIT	1037	311	2.3	30.0	174	**92	2.8	8.9	218	**61	1.8	5.9	140	*159	2.2	15.3	171
BUSINESS WEEK	3193	812	5.9	25.4	147	*137	4.2	4.3	105	288	8.6	9.0	214	387	5.4	12.1	135
CAR AND DRIVER	2705	541	4.0	20.0	116	**58	1.8	2.1	53	*135	4.0	5.0	119	348	4.9	12.9	143
CBS MAGAZINE NETWORK (GROSS)	5678	1316	9.6	23.2	134	*241	7.5	4.2	104	241	7.2	4.2	101	834	11.7	14.7	164
CHANGING TIMES	1847	423	3.1	22.9	133	**63	2.0	3.4	84	*64	1.9	3.5	82	*296	4.2	16.0	178
COLONIAL HOMES	492	*116	0.8	23.6	137	*24	0.7	4.9	120	*34	1.0	6.9	164	*558	0.8	11.8	131
CONDE NAST MAG. PKG. (GROSS)	2066	478	3.5	23.1	134	**47	1.5	2.3	56	*79	2.4	3.8	91	*352	4.9	17.0	190
CONSUMERS DIGEST	1719	422	3.1	24.5	142	**69	2.1	4.0	99	*118	3.5	6.9	163	*235	3.3	13.7	152
COSMOPOLITAN	1762	360	2.6	20.4	118	**32	1.0	1.8	45	*86	2.6	4.9	116	*243	3.4	13.8	154
COUNTRY LIVING	1110	*180	1.3	16.2	94	*24	0.7	2.2	53	*54	1.6	4.9	116	*103	1.4	9.3	103
CUISINE	660	216	1.6	32.7	190	**51	1.6	7.7	190	*41	1.2	6.2	148	*124	1.7	18.8	209
CYCLE WORLD	1924	*282	2.1	14.7	85	**44	1.4	2.3	56	*87	2.6	4.5	108	*150	2.1	7.8	87
DCI:CREATIVE IDEAS FOR LIV	437	**86	0.6	19.7	114	**8	0.2	1.8	45	**27	0.8	6.2	147	*551	0.7	11.7	130
DCI:CREAT.IDEA/50.LIV(GROSS)	2491	556	4.1	22.3	129	*107	3.3	4.3	105	*143	4.3	5.7	136	*306	4.3	12.3	137
DISCOVER	1279	299	2.2	23.4	135	**26	0.8	2.0	50	*46	1.4	3.6	86	*227	3.2	17.7	198
EBONY	2898	613	4.5	21.2	123	*188	5.8	6.5	159	*168	5.0	5.8	138	258	3.6	8.9	99
ESQUIRE	1384	370	2.7	26.7	155	*145	4.5	10.5	257	*63	1.9	4.6	108	*163	2.3	11.8	131
ESSENCE	850	*228	1.7	26.8	155	**75	2.3	8.8	217	*31	0.9	3.6	87	*121	1.7	14.2	159
FAMILY CIRCLE	2430	427	3.1	17.6	102	**74	2.3	3.0	75	*90	2.7	3.7	88	*263	3.7	10.8	121
THE FAMILY HANDYMAN	2356	411	3.0	17.4	101	*41	1.3	1.7	43	*118	3.5	5.0	119	*252	3.5	10.7	119
FAMILY WEEKLY	11533	1502	11.0	13.0	75	332	10.3	2.9	71	252	7.6	2.2	52	918	12.9	8.0	89
FIELD & STREAM	7444	981	7.2	13.2	76	*228	7.1	3.1	75	*255	7.6	3.4	81	498	7.0	6.7	75
FOOD & WINE	416	*153	1.1	36.8	213	**20	0.6	4.8	118	*116	0.5	3.8	91	*117	1.6	28.1	313
FORBES	1865	681	5.0	36.5	212	*130	4.0	7.0	171	194	5.8	10.4	247	357	5.0	19.1	213
FORTUNE	1849	625	4.6	33.8	196	*109	3.4	5.9	145	*155	4.6	8.4	199	361	5.1	19.5	217
GENTLEMEN'S QUARTERLY	2284	511	3.7	22.4	130	*100	3.1	4.4	107	*106	3.2	4.6	110	305	4.3	13.4	149
GLAMOUR	538	*101	0.7	18.8	109	**5	0.2	0.9	23	*16	0.5	3.0	71	*80	1.1	14.9	166
GOLF DIGEST	1649	464	3.4	28.1	163	*124	3.8	7.5	185	*104	3.1	6.3	150	*235	3.3	14.3	159
GOLF DIGEST/TENNIS (GROSS)	2294	659	4.8	28.7	166	*163	5.0	7.1	174	*130	3.9	5.7	135	366	5.1	16.0	178
GOLF MAGAZINE	1577	354	2.6	22.4	130	*103	3.2	6.5	160	*78	2.3	4.9	118	*174	2.4	11.0	123
GOLF MAGAZINE/SKI (GROSS)	2487	590	4.3	23.7	137	*141	4.4	5.7	139	*100	3.0	4.0	96	348	4.9	14.0	156
GOOD HOUSEKEEPING	2569	388	2.8	15.1	88	*84	2.6	3.3	80	*79	2.4	3.1	73	225	3.2	8.8	98
HARPER'S BAZAAR	431	*104	0.8	24.1	140	**3	0.1	0.7	17	*10	0.3	2.3	55	*91	1.3	21.1	235
HEALTH	788	*196	1.4	24.9	144	*12	0.4	1.5	37	*29	0.9	3.7	87	*155	2.2	19.7	219
HEARST MAG CORP. BUY (GROSS)	18781	3770	27.6	20.1	116	568	17.6	3.0	74	825	24.7	4.4	104	2377	33.4	12.7	141
HEARST MAN POWER (GROSS)	9169	1678	12.3	18.3	106	252	7.8	2.7	67	341	10.2	3.7	88	1085	15.2	11.8	132
HEARST WOMAN POWER (GROSS)	5452	979	7.2	18.0	104	146	4.5	2.7	66	*199	6.0	3.7	87	634	8.9	11.6	130
HOUSE BEAUTIFUL	1020	354	2.6	34.7	201	**67	2.1	6.6	161	*111	3.3	10.9	259	*177	2.5	17.4	193
INC.	993	340	2.5	34.2	198	*83	2.6	8.4	205	*61	1.8	6.1	146	*196	2.8	19.7	220
JET	2808	603	4.4	21.5	124	184	5.7	6.6	161	*158	4.7	5.6	134	261	3.7	9.3	104
LADIES' HOME JOURNAL	1868	265	1.9	14.2	82	*70	2.2	3.7	92	*85	2.5	4.6	108	*110	1.5	5.9	66
LHJ FAMILY GRP COMBO(GROSS)	3582	650	4.8	18.1	105	*99	3.1	2.8	68	*126	3.8	3.5	84	425	6.0	11.9	132
LIFE	4817	1061	7.8	22.0	128	201	6.2	4.2	102	255	7.6	5.3	126	606	8.5	12.6	140
L.A. TIMES HOME MAGAZINE	1465	380	2.8	25.9	150	*108	3.3	7.4	181	*117	3.5	8.0	190	*156	2.2	10.6	119
MADMOISELLE	460	*135	1.0	29.3	170	*18	0.6	3.9	96	*8	0.2	1.7	41	*109	1.5	23.7	264
MC CALL'S	1764	362	2.6	20.5	119	*84	2.6	4.8	117	*56	1.7	3.2	75	*222	3.1	12.6	140
MC CALL'S/WRK MOTHER (GROSS)	2062	465	3.4	22.6	131	*84	2.6	4.1	100	*88	2.6	4.3	101	*292	4.1	14.2	158
MECHANIX ILLUSTRATED	3625	618	4.5	17.0	99	*123	3.8	3.4	83	*154	4.6	4.2	101	341	4.8	9.4	105
METROPOLITAN HOME	495	*166	1.2	33.5	194	*18	0.6	3.6	89	*37	1.1	7.5	178	*111	1.6	22.4	250
MONEY	3017	923	6.7	30.6	177	*134	4.1	4.4	109	267	8.0	8.8	210	522	7.3	17.3	193
MOTHER EARTH NEWS	1203	258	1.9	21.4	124	*48	1.5	4.0	98	*81	2.4	6.7	160	*130	1.8	10.8	120
MS.	*257	*120	0.9	46.7	271	*6	0.2	2.3	57	*22	0.7	8.6	204	*92	1.3	35.8	399
NATIONAL ENQUIRER	6921	801	5.9	11.6	67	*152	4.7	2.2	54	*140	4.2	2.0	48	509	7.2	7.4	82
NATIONAL GEOGRAPHIC	11626	2632	19.2	22.6	131	623	19.3	5.4	131	709	21.3	6.1	145	1301	18.3	11.2	125
NATIONAL SUNDAY MAGAZINE PKG	49424	9327	68.2	18.9	109	2208	68.4	4.5	110	2255	67.6	4.6	108	4864	68.3	9.8	110
NATURAL HISTORY	753	*177	1.3	23.5	136	*7	0.2	0.9	23	*42	1.3	5.6	133	*129	1.8	17.1	191
NEW WOMAN	*296	*96	0.7	32.4	188	*6	0.2	2.0	50	*12	0.4	4.1	96	*78	1.1	26.4	293
NEW YORK INCLUDING CUE	541	*188	1.4	34.8	201	*19	0.6	3.5	86	*77	2.3	14.2	338	*93	1.3	17.2	191
THE NEW YORKER	1078	384	2.8	35.6	206	*81	2.5	7.5	184	*96	2.9	8.9	212	*207	2.9	19.2	214
NEWSWEEK	9602	2198	16.1	22.9	133	526	16.3	5.5	134	550	16.5	5.7	136	1122	15.8	11.7	130
THE N.Y. TIMES DAILY EDITION	1376	582	4.3	42.3	245	*166	5.1	12.1	296	222	6.7	16.1	384	194	2.7	14.1	157
THE N.Y. TIMES MAGAZINE	2110	786	5.7	37.3	216	211	6.5	10.0	245	251	7.5	11.9	283	324	4.6	15.4	171
OWNI	1927	516	3.8	26.8	155	*126	3.9	6.5	160	*100	3.0	5.2	123	290	4.1	15.0	168
ON CABLE	911	*162	1.2	17.8	103	*18	0.6	2.0	48	*16	0.5	1.8	42	*128	1.8	14.1	156
1001 HOME IDEAS	927	*189	1.4	20.4	118	*16	0.5	1.7	42	*12	0.4	1.3	31	*160	2.2	17.3	192
ORGANIC GARDENING	1430	253	1.8	17.7	103	*13	0.4	0.9	22	*76	2.3	5.3	126	*164	2.3	11.5	128
OUTDOOR LIFE	4064	509	3.7	12.5	73	*94	2.9	2.3	57	*74	2.2	1.8	43	341	4.8	8.4	93
PARADE MAGAZINE	24538	4848	35.4	19.8	114	1201	37.2	4.9	120	1178	35.3	4.8	114	2470	34.7	10.1	112

SCOTCH WHISKY: USAGE IN LAST 7 DAYS
(MALES)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	13680	100.0	17.3	100	3230	100.0	4.1	100	3334	100.0	4.2	100	7117	100.0	9.0	100
PARENTS	1126	260	1.9	23.1	134	**43	1.3	3.8	94	**63	1.9	5.6	133	*155	2.2	13.8	153
PENTHOUSE	4157	844	6.2	20.3	118	*122	3.8	2.9	72	*183	5.5	4.4	105	540	7.6	13.0	145
PEOPLE	7591	1417	10.4	18.7	108	322	10.0	4.2	104	290	8.7	3.8	91	805	11.3	10.6	118
PLAYBOY	8379	1657	12.1	19.8	115	374	11.6	4.5	110	307	9.2	3.7	87	976	13.7	11.6	130
POPULAR HOT RODDING	2110	*332	2.4	15.7	91	**34	1.1	1.6	40	**27	0.8	1.3	30	*271	3.8	12.8	143
POPULAR MECHANICS	4850	888	6.5	18.3	106	*142	4.4	2.9	72	*187	5.6	3.9	92	558	7.8	11.5	128
POPULAR SCIENCE	3397	799	5.8	23.5	136	*154	4.8	4.5	111	*145	4.3	4.3	101	500	7.0	14.7	164
PREVENTION	1720	292	2.1	17.0	98	**37	1.1	2.2	53	**73	2.2	4.2	101	*183	2.6	10.6	118
PSYCHOLOGY TODAY	1344	404	3.0	30.1	174	**102	3.2	7.6	186	**69	2.1	5.1	122	*233	3.3	17.3	193
READER'S DIGEST	16016	2538	18.6	15.8	92	639	19.8	4.0	98	568	17.0	3.5	84	1330	18.7	8.3	92
REDBOOK	1121	*231	1.7	20.6	119	**31	1.0	2.8	68	**34	1.0	3.0	72	*167	2.3	14.9	166
ROAD & TRACK	2161	483	3.5	22.4	130	**136	4.2	6.3	154	**75	2.2	3.5	83	*271	3.8	12.5	140
ROLLING STONE	1948	455	3.3	23.4	135	**59	1.8	3.0	74	**100	3.0	5.1	122	*296	4.2	15.2	169
RUNNER'S WORLD	899	*233	1.7	25.9	150	**93	2.9	10.3	254	**11	0.3	1.2	29	**129	1.8	14.3	160
SATURDAY EVENING POST	841	*177	1.3	21.0	122	**18	0.6	2.1	53	**32	1.0	3.8	90	**126	1.8	15.0	167
SCIENCE 84	841	*223	1.6	26.5	154	**44	1.4	5.2	128	**34	1.0	4.0	96	**146	2.1	17.4	193
SCIENCE DIGEST	1194	*257	1.9	21.5	125	**29	0.9	2.4	60	**28	0.8	2.3	56	**200	2.8	16.8	187
SCIENTIFIC AMERICAN	1379	441	3.2	32.0	185	**34	1.1	2.5	61	*103	3.1	7.5	178	*303	4.3	22.0	245
SELF	436	**95	0.7	21.8	126	**8	0.2	1.8	45	**13	0.4	3.0	71	**74	1.0	17.0	189
SEVENTEEN	614	**96	0.7	15.6	91	**0	0.0	0.0	0	**16	0.5	2.6	62	**80	1.1	13.0	145
SKI	910	236	1.7	25.9	150	**38	1.2	4.2	102	**23	0.7	2.5	60	*175	2.5	19.2	214
SMITHSONIAN	2937	816	6.0	27.8	161	238	7.4	8.1	199	131	3.9	4.5	106	447	6.3	15.2	170
SOAP OPERA DIGEST	545	**148	1.1	27.2	157	**4	0.1	0.7	18	**3	0.1	0.6	13	*140	2.0	25.7	286
SOUTHERN LIVING	2054	470	3.4	22.9	133	*99	3.1	4.8	118	*116	3.5	5.6	134	*256	3.6	12.5	139
SPORT	2799	501	3.7	17.9	104	*165	5.1	5.9	145	**84	2.5	3.0	71	*252	3.5	9.0	100
THE SPORTING NEWS	1938	292	2.1	15.1	87	**78	2.4	4.0	99	**31	0.9	1.6	38	*184	2.6	9.5	106
SPORTS AFIELD	3125	534	3.9	17.1	99	**81	2.5	2.6	64	**127	3.8	4.1	97	327	4.6	10.5	117
SPORTS ILLUSTRATED	11159	2148	15.7	19.2	112	475	14.7	4.3	104	510	15.3	4.6	109	1163	16.3	10.4	116
STAR	4095	612	4.5	14.9	87	*131	4.1	3.2	79	**113	3.4	2.8	66	368	5.2	9.0	100
SUNDAY	25169	5305	38.8	21.1	122	1374	42.5	5.5	134	1405	42.1	5.6	133	2526	35.5	10.0	112
SUNSET	1294	503	3.7	38.9	225	**62	1.9	4.8	118	**112	3.4	8.7	206	*329	4.6	25.4	283
TV GUIDE	18508	2944	21.5	15.9	92	726	22.5	3.9	96	700	21.0	3.8	90	1518	21.3	8.2	91
TENNIS	645	*195	1.4	30.2	175	**39	1.2	6.0	148	**26	0.8	4.0	96	**131	1.8	20.3	226
TIME	12124	2864	20.9	23.6	137	628	19.4	5.2	127	642	19.3	5.3	126	1593	22.4	13.1	146
TOWN & COUNTRY	493	*194	1.4	39.4	228	*19	0.6	3.9	95	**70	2.1	14.2	338	**105	1.5	21.3	237
TRAVEL & LEISURE	1122	328	2.4	29.2	169	**74	2.3	6.6	162	**56	1.7	5.0	119	*198	2.8	17.6	197
TRUE STORY	690	**135	1.0	19.6	113	**15	0.5	2.2	53	**15	0.4	2.2	52	**106	1.5	15.4	171
U.S. NEWS & WORLD REPORT	6571	1372	10.0	20.9	121	279	8.6	4.2	104	379	11.4	5.8	137	714	10.0	10.9	121
USA TODAY	3120	771	5.6	24.7	143	*198	6.1	6.3	156	*179	5.4	5.7	136	394	5.5	12.6	141
US	1315	*241	1.8	18.3	106	**20	0.6	1.5	37	**26	0.8	2.0	47	*196	2.8	14.9	166
VOGUE	632	*146	1.1	23.1	134	**16	0.5	2.5	62	**42	1.3	6.6	158	**89	1.3	14.1	157
MALL STREET JOURNAL	4247	1396	10.2	32.9	190	358	11.1	8.4	207	333	10.0	7.8	186	705	9.9	16.6	185
WEIGHT WATCHERS	398	**95	0.7	23.9	138	**2	0.1	0.5	12	**23	0.7	5.8	137	**69	1.0	17.3	193
WOMAN'S DAY	1139	*204	1.5	17.9	104	**12	0.4	1.1	26	**23	0.7	2.0	48	*170	2.4	14.9	166
WORKING MOTHER	*298	**103	0.8	34.6	200	**0	0.0	0.0	0	**32	1.0	10.7	255	**70	1.0	23.5	262
WORKING WOMAN	327	**115	0.8	35.2	204	**12	0.4	3.7	90	**30	0.9	9.2	218	**74	1.0	22.6	252
WORLD TENNIS	397	**149	1.1	37.5	217	**5	0.2	1.3	31	**46	1.4	11.6	275	**98	1.4	24.7	275
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2274	16.6	23.6	137	337	10.4	3.5	86	423	12.7	4.4	104	1514	21.3	15.7	175
BLAIR INSERTS	43762	8960	65.5	20.5	119	2189	67.8	5.0	123	2277	68.3	5.2	124	4495	63.2	10.3	114
DAILY NEWSPAPERS																	
READ ANY	52459	9861	72.1	18.8	109	2427	75.1	4.6	114	2401	72.0	4.6	109	5033	70.7	9.6	107
READ ONE	41891	7263	53.1	17.3	100	1833	56.7	4.4	107	1716	51.5	4.1	97	3714	52.2	8.9	99
READ TWO OR MORE	10568	2598	19.0	24.6	142	595	18.4	5.6	138	684	20.5	6.5	154	1319	18.5	12.5	139
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	9999	73.1	19.3	112	2381	73.7	4.6	113	2479	74.4	4.8	113	5139	72.2	9.9	110
READ ONE	44561	8151	59.6	18.3	106	1944	60.2	4.4	107	2031	60.9	4.6	108	4176	58.7	9.4	104
READ TWO OR MORE	7368	1849	13.5	25.1	145	437	13.5	5.9	146	448	13.4	6.1	145	963	13.5	13.1	146
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.27				28.16				30.73				30.96			
30 DAY REACH	71522	12195	89.1	17.1	99	2754	85.3	3.9	94	2910	87.3	4.1	97	6531	91.8	9.1	102
50 SHWG - 30 DAY AV FREQ	15.55	15.86				14.83				16.30				16.11			
30 DAY REACH	68168	11651	85.2	17.1	99	2620	81.1	3.8	94	2746	82.4	4.0	96	6285	88.3	9.2	103
25 SHWG - 30 DAY AV FREQ	8.43	8.58				8.28				8.68				8.66			
30 DAY REACH	62898	10757	78.6	17.1	99	2353	72.8	3.7	92	2591	77.7	4.1	98	5813	81.7	9.2	103
CABLE TV: HOME WIRED	31664	5799	42.4	18.3	106	1408	43.6	4.4	109	1179	35.4	3.7	89	3212	45.1	10.1	113
HOME NOT WIRED	47599	7882	57.6	16.6	96	1822	56.4	3.8	94	2155	64.6	4.5	108	3905	54.9	8.2	91
HAVE PAY CABLE	17139	3385	24.7	19.8	114	761	23.6	4.4	109	704	21.1	4.1	98	1920	27.0	11.2	125

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	9002	100.0	10.2	100	2002	100.0	2.3	100	1734	100.0	2.0	100	5267	100.0	6.0	100
FEMALE HOMEOWNERS	80986	8084	89.8	10.0	98	1869	93.4	2.3	102	1640	94.6	2.0	103	4575	86.9	5.6	95
EMPLOYED MOTHERS	18702	2049	22.8	11.0	108	*377	18.8	2.0	89	*347	20.0	1.9	95	1324	25.1	7.1	119
18 - 24	14726	1676	18.6	11.4	112	**325	16.2	2.2	98	**207	11.9	1.4	72	1144	21.7	7.8	130
25 - 34	20202	1992	22.1	9.9	97	*247	12.3	1.2	54	*379	21.9	1.9	96	1365	25.9	6.8	113
35 - 44	14781	1512	16.8	10.2	101	*400	20.0	2.7	120	*314	18.1	2.1	108	798	15.2	5.4	91
45 - 54	11449	1271	14.1	11.1	109	*291	14.5	2.5	112	**237	13.7	2.1	106	742	14.1	6.5	109
55 - 64	11846	1179	13.1	10.0	98	*215	10.7	1.8	80	**261	15.1	2.2	112	703	13.3	5.9	100
65 OR OLDER	15459	1373	15.3	8.9	87	522	26.1	3.4	149	*335	19.3	2.2	111	515	9.8	3.3	56
18 - 34	34928	3668	40.7	10.5	103	*573	28.6	1.6	72	586	33.8	1.7	86	2509	47.6	7.2	121
18 - 49	55154	5919	65.8	10.7	105	1152	57.5	2.1	92	1045	60.3	1.9	97	3723	70.7	6.8	113
25 - 54	46433	4775	53.0	10.3	101	939	46.9	2.0	89	931	50.7	2.0	102	2905	55.2	6.3	105
35 - 49	20226	2251	25.0	11.1	109	579	28.9	2.9	126	*458	26.4	2.3	116	1214	23.0	6.0	101
50 OR OLDER	33310	3083	34.2	9.3	91	850	42.5	2.6	113	689	39.7	2.1	106	1545	29.3	4.6	78
GRADUATED COLLEGE	12110	1775	19.7	14.7	144	*218	10.9	1.8	80	*325	18.7	2.7	137	1232	23.4	10.2	171
ATTENDED COLLEGE	15309	1919	21.3	12.5	123	*397	19.8	2.6	115	*336	19.4	2.2	112	1185	22.5	7.7	130
GRADUATED HIGH SCHOOL	36912	3420	38.0	9.3	91	813	40.6	2.2	97	699	40.3	1.9	97	1908	36.2	5.2	87
DID NOT GRADUATE HIGH SCHOOL	24134	1889	21.0	7.8	77	574	28.7	2.4	105	*373	21.5	1.5	79	942	17.9	3.9	66
EMPLOYED FULL-TIME	35457	4094	45.5	11.5	113	760	38.0	2.1	95	807	46.5	2.3	116	2527	48.0	7.1	120
EMPLOYED PART-TIME	8514	682	7.6	8.0	79	*124	6.2	1.5	64	*112	6.5	1.3	67	*447	8.5	5.3	88
NOT EMPLOYED	44494	4226	46.9	9.5	93	1118	55.8	2.5	111	815	47.0	1.8	93	2293	43.5	5.2	87
PROFESSIONAL/MANAGER	10811	1570	17.4	14.5	143	*265	13.2	2.5	108	*339	19.6	3.1	160	966	18.3	8.9	150
TECH/CLERICAL/SALES	19640	2168	24.1	11.0	108	*386	19.3	2.0	87	*397	22.9	2.0	103	1385	26.3	7.1	118
PRECISION/RAFT	1023	**42	0.5	4.1	40	*7	0.3	0.7	30	*80	0.0	0.0	0	*35	0.7	3.4	57
OTHER EMPLOYED	12498	997	11.1	8.0	78	*226	11.3	1.8	80	**183	10.6	1.5	75	*588	11.2	4.7	79
SINGLE	15995	2121	23.6	13.3	130	*449	22.4	2.8	124	*317	18.3	2.0	101	1356	25.7	8.5	142
MARRIED	51689	4745	52.7	9.2	90	739	36.9	1.4	63	908	52.4	1.8	90	3097	58.8	6.0	101
DIVORCED/SEPARATED/WIDOWED	20780	2136	23.7	10.3	101	814	40.7	3.9	173	509	29.4	2.4	125	814	15.5	3.9	66
PARENTS	33922	3306	36.7	9.7	96	671	33.5	2.0	87	611	35.2	1.8	92	2024	38.4	6.0	100
WHITE	76422	7539	83.7	9.9	97	1564	78.1	2.0	90	1320	76.1	1.7	88	4656	88.4	6.1	102
BLACK	10066	1341	14.9	13.3	131	*402	20.1	4.0	176	*374	21.6	3.7	190	565	10.7	5.6	94
OTHER	1976	**122	1.4	6.2	61	*36	1.8	1.8	81	*40	2.3	2.0	103	*446	0.9	2.3	39
NORTHEAST-CENSUS	19803	2890	32.1	14.6	143	775	38.7	3.9	173	429	24.7	2.2	111	1686	32.0	8.5	143
NORTH CENTRAL	22181	1424	15.8	6.4	63	*268	13.4	1.2	53	*390	22.5	1.8	90	766	14.5	3.5	58
SOUTH	30082	2999	33.3	10.0	98	744	37.2	2.5	109	682	39.3	2.3	116	1573	29.9	5.2	88
WEST	16398	1690	18.8	10.3	101	*215	10.7	1.3	58	*233	13.4	1.4	72	1242	23.6	7.6	127
NORTHEAST-MKTG.	20163	3297	36.6	16.4	161	863	43.1	4.3	189	594	34.3	2.9	150	1840	34.9	9.1	153
EAST CENTRAL	13054	869	9.7	6.7	65	*119	5.9	0.9	40	*179	10.3	1.4	70	572	10.9	4.4	74
MID CENTRAL	14993	986	11.0	6.6	65	*219	10.9	1.5	65	*302	17.4	2.0	103	465	8.8	3.1	52
SOUTH	25785	2335	25.9	9.1	89	*617	30.8	2.4	106	*454	26.2	1.8	90	1264	24.0	4.9	82
PACIFIC	14470	1514	16.8	10.5	103	*184	9.2	1.3	56	*204	11.8	1.4	72	1126	21.4	7.8	131
COUNTY SIZE A	36705	4999	55.5	13.6	134	1252	62.5	3.4	151	817	47.1	2.2	114	2930	55.6	8.0	134
COUNTY SIZE B	26819	2525	28.0	9.4	93	531	26.5	2.0	87	609	35.1	2.3	116	1385	26.3	5.2	87
COUNTY SIZE C	13597	943	10.5	6.9	68	*137	6.8	1.0	45	*151	8.7	1.1	57	654	12.4	4.8	81
COUNTY SIZE D	11344	535	5.9	4.7	46	*81	4.0	0.7	32	*156	9.0	1.4	70	*299	5.7	2.6	44
METRO CENTRAL CITY	26825	3180	35.3	11.9	116	803	40.1	3.0	132	536	30.9	2.0	102	1840	34.9	6.9	115
METRO SUBURBAN	39912	4369	48.5	10.9	108	943	47.1	2.4	104	886	51.1	2.2	113	2540	48.2	6.4	107
NON METRO	21728	1454	16.2	6.7	66	*255	12.7	1.2	52	*312	18.0	1.4	73	887	16.8	4.1	69
TOP 5 ADI'S	20847	3054	33.9	14.6	144	822	41.1	3.9	174	*385	22.2	1.8	94	1847	35.1	8.9	149
TOP 10 ADI'S	28719	4159	46.2	14.5	142	1118	55.8	3.9	172	688	39.7	2.4	122	2353	44.7	8.2	138
TOP 20 ADI'S	40904	5308	59.0	13.0	128	1338	66.8	3.3	145	954	55.0	2.3	119	3016	57.3	7.4	124
HSHLD INC. \$50,000 OR MORE	7931	1304	14.5	16.4	162	*318	15.9	4.0	177	*260	15.0	3.3	167	726	13.8	9.2	154
\$40,000 OR MORE	15233	2266	25.2	14.9	146	*497	24.8	3.3	144	*483	27.9	3.2	162	1287	24.4	8.4	142
\$30,000 OR MORE	28333	3650	40.5	12.9	127	652	32.6	2.3	102	676	39.0	2.4	122	2322	44.1	8.2	138
\$25,000 OR MORE	36417	4519	50.2	12.4	122	791	39.5	2.2	96	865	49.9	2.4	121	2862	54.3	7.9	132
\$20,000 - \$24,999	9943	1094	12.2	11.0	108	*316	15.8	3.2	140	*167	9.6	1.7	86	*611	11.6	6.1	103
\$15,000 - \$19,999	9211	1038	11.5	11.3	111	*397	19.8	4.3	190	*148	8.5	1.6	82	*492	9.3	5.3	90
\$10,000 - \$14,999	13477	1122	12.5	8.3	82	*149	7.4	1.1	49	*253	14.6	1.9	96	720	13.7	5.3	90
UNDER \$10,000	19418	1231	13.7	6.3	62	349	17.4	1.8	79	*301	17.4	1.6	79	581	11.0	3.0	50
HOUSEHOLD OF 1 PERSON	11987	1310	14.6	10.9	107	387	19.3	3.2	143	*330	19.0	2.8	140	594	11.3	5.0	83
2 PEOPLE	27046	2891	32.1	10.7	105	696	34.8	2.6	114	539	31.1	2.0	102	1656	31.4	6.1	103
3 OR 4 PEOPLE	34251	3091	34.3	9.0	89	648	32.4	1.9	84	*546	31.5	1.6	81	1896	36.0	5.5	93
5 OR MORE PEOPLE	15180	1711	19.0	11.3	111	*271	13.5	1.8	79	*319	18.4	2.1	107	1121	21.3	7.4	124
NO CHILD IN HSHLD	49819	5079	56.4	10.2	100	1266	63.2	2.5	112	987	56.9	2.0	101	2826	53.7	5.7	95
CHILD(REN) UNDER 2 YRS	6045	*597	6.6	9.9	97	*159	7.9	2.6	116	*36	2.1	0.6	30	*402	7.6	6.7	112
2 - 5 YEARS	15233	1551	17.2	10.2	100	*285	14.2	1.9	83	*329	19.0	2.2	110	937	17.8	6.2	103
6 - 11 YEARS	16260	1566	17.4	9.6	95	*254	12.7	1.6	69	*284	16.4	1.7	89	1028	19.5	6.3	106
12 - 17 YEARS	19173	2136	23.7	11.1	109	*457	22.8	2.4	105	*387	22.3	2.0	103	1291	24.5	6.7	113
RESIDENCE OWNED	61371	6036	67.1	9.8	97	1220	60.9	2.0	88	1330	76.7	2.2	111	3486	66.2	5.7	95
VALUE: \$50,000 OR MORE	35355	4352	48.3	12.3	121	851	42.5	2.4	106	1018	58.7	2.9	147	2483	47.1	7.0	118
VALUE: UNDER \$50,000	26016	1684	18.7	6.5	64	*369	18.4	1.4	63	*312	18.0	1.2	61	1003	19.0	3.9	65

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES		88464	9002	100.0	10.2	100	2002	100.0	2.3	100	1734	100.0	2.0	100	5267	100.0	6.0	100
MAGAZINES	QUINTILE 1	17988	2639	29.3	14.7	144	*405	20.2	2.3	99	664	38.3	3.7	188	1569	29.8	8.7	147
	QUINTILE 2	19446	2267	25.2	11.7	115	511	25.5	2.6	116	*349	20.1	1.8	92	1406	26.7	7.2	121
	QUINTILE 3	14626	1099	12.2	7.5	74	*283	14.1	1.9	85	**170	9.8	1.2	59	646	12.3	4.4	74
	QUINTILE 4	16014	1413	15.7	8.8	87	*398	19.9	2.5	110	*305	17.6	1.9	97	710	13.5	4.4	74
	QUINTILE 5	20389	1586	17.6	7.8	76	*404	20.2	2.0	88	*246	14.2	1.2	62	936	17.8	4.6	77
NEWSPAPERS	QUINTILE 1	13830	2241	24.9	16.2	159	526	26.3	3.8	168	*461	26.6	3.3	170	1254	23.8	9.1	152
	QUINTILE 2	26350	2686	29.8	10.2	100	523	26.1	2.0	88	462	26.6	1.8	89	1701	32.3	6.5	108
	QUINTILE 3	12415	1215	13.5	9.8	96	*347	17.3	2.8	124	*241	13.9	1.9	99	627	11.9	5.1	85
	QUINTILE 4	21911	1813	20.1	8.3	81	*338	16.9	1.5	68	*384	22.1	1.8	89	1092	20.7	5.0	84
	QUINTILE 5	13960	1047	11.6	7.5	74	**267	13.3	1.9	85	**186	10.7	1.3	68	*594	11.3	4.3	71
OUTDOOR	QUINTILE 1	16810	2060	22.9	12.3	120	*433	21.6	2.6	114	*400	23.1	2.4	121	1227	23.3	7.3	123
	QUINTILE 2	17101	1821	20.2	10.6	105	*377	18.8	2.2	97	*327	18.9	1.9	98	1118	21.2	6.5	110
	QUINTILE 3	17579	1595	17.7	9.1	89	*390	19.5	2.2	98	*265	15.3	1.5	77	940	17.8	5.3	90
	QUINTILE 4	18343	1866	20.7	10.2	100	*458	22.9	2.5	110	*420	24.2	2.3	117	988	18.8	5.4	90
	QUINTILE 5	18631	1660	18.4	8.9	88	*344	17.2	1.8	82	*321	18.5	1.7	88	995	18.9	5.3	90
RADIO-DRIVE TIME	QUINTILE 1	17390	1945	21.6	11.2	110	*449	22.4	2.6	114	*239	13.8	1.4	70	1257	23.9	7.2	121
	QUINTILE 2	16591	1652	18.4	10.0	98	*344	17.2	2.1	92	*307	17.7	1.9	94	1001	19.0	6.0	101
	QUINTILE 3	16910	1626	18.1	9.6	94	*336	16.8	2.0	88	*515	29.7	3.0	155	776	14.7	4.6	77
	QUINTILE 4	18002	1900	21.1	10.6	104	*309	15.4	1.7	76	*281	16.2	1.6	80	1310	24.9	7.3	122
	QUINTILE 5	19572	1879	20.9	9.6	94	564	28.2	2.9	127	*391	22.5	2.0	102	924	17.5	4.7	79
RADIO-MID- DAY	TERCILE 1	23248	2339	26.0	10.1	99	532	26.6	2.3	101	*273	15.7	1.2	60	1535	29.1	6.6	111
	TERCILE 2	23667	2538	28.2	10.7	105	426	21.3	1.8	80	659	38.0	2.8	142	1452	27.6	6.1	103
	TERCILE 3	41549	4125	45.8	9.9	98	1043	52.1	2.5	111	801	46.2	1.9	98	2281	43.3	5.5	92
RADIO-TOTAL	QUINTILE 1	17786	1928	21.4	10.8	107	*514	25.7	2.9	128	*179	10.3	1.0	51	1236	23.5	6.9	117
	QUINTILE 2	17316	1622	18.0	9.4	92	*356	17.8	2.1	91	*357	20.6	2.1	105	909	17.3	5.2	88
	QUINTILE 3	18428	2038	22.6	11.1	109	*287	14.3	1.6	69	*600	34.6	3.3	166	1152	21.9	6.3	105
	QUINTILE 4	17669	1825	20.3	10.3	102	*302	15.1	1.7	76	*325	18.7	1.8	94	1198	22.7	6.8	114
	QUINTILE 5	17265	1589	17.7	9.2	90	*543	27.1	3.1	139	*273	15.7	1.6	81	773	14.7	4.5	75
TV-PRIME TIME	QUINTILE 1	17416	1812	20.1	10.4	102	568	28.4	3.3	144	*372	21.5	2.1	109	873	16.6	5.0	84
	QUINTILE 2	17413	1706	19.0	9.8	96	*416	20.8	2.4	106	*385	22.2	2.2	113	905	17.2	5.2	87
	QUINTILE 3	17943	1836	20.4	10.2	101	*371	18.5	2.1	91	*289	16.7	1.6	82	1176	22.3	6.6	110
	QUINTILE 4	18442	2026	22.5	11.0	108	*351	17.5	1.9	84	*338	19.5	1.8	94	1338	25.4	7.3	122
	QUINTILE 5	17250	1622	18.0	9.4	92	*296	14.8	1.7	76	*350	20.2	2.0	104	976	18.5	5.7	95
TV-DAYTIME	TERCILE 1	29966	2808	31.2	9.4	92	662	33.1	2.2	98	656	37.8	2.2	112	1490	28.3	5.0	84
	TERCILE 2	29480	2848	31.6	9.7	95	644	32.2	2.2	97	421	24.3	1.4	73	1783	33.9	6.0	102
	TERCILE 3	29018	3347	37.2	11.5	113	696	34.8	2.4	106	656	37.8	2.3	115	1995	37.9	6.9	115
TV-TOTAL	QUINTILE 1	17740	1717	19.1	9.7	95	*383	19.1	2.2	95	*448	25.8	2.5	129	885	16.8	5.0	84
	QUINTILE 2	17674	1554	17.3	8.8	86	516	25.8	2.9	129	*327	18.9	1.9	94	711	13.5	4.0	68
	QUINTILE 3	17730	1866	20.7	10.5	103	*376	18.8	2.1	94	*290	16.7	1.6	83	1199	22.8	6.8	114
	QUINTILE 4	17563	2043	22.7	11.6	114	*436	21.8	2.5	110	*302	17.4	1.7	88	1305	24.8	7.4	125
	QUINTILE 5	17757	1823	20.3	10.3	101	*289	14.4	1.6	72	*366	21.1	2.1	105	1168	22.2	6.6	110
MAGAZINES-NEWSPAPERS: DUAL		23278	3400	37.8	14.6	144	567	28.3	2.4	108	697	40.2	3.0	153	2136	40.6	9.2	154
MAGAZINE IMPERATIVE		21634	1979	22.0	9.1	90	*446	22.3	2.1	91	*415	23.9	1.9	98	1118	21.2	5.2	87
NEWSPAPER IMPERATIVE		23455	2188	24.3	9.3	92	673	33.6	2.9	127	*359	20.7	1.5	78	1156	21.9	4.9	83
MAGAZINES-OUTDOOR: DUAL		17482	2274	25.3	13.0	128	*376	18.8	2.2	95	*463	26.7	2.6	135	1435	27.2	8.2	138
MAGAZINE IMPERATIVE		28830	3248	36.1	11.3	111	707	35.3	2.5	108	639	36.9	2.2	113	1902	36.1	6.6	111
OUTDOOR IMPERATIVE		26119	2224	24.7	8.5	84	587	29.3	2.2	99	*351	20.2	1.3	69	1286	24.4	4.9	83
MAGAZINES-RADIO: DUAL		20162	2346	26.1	11.6	114	581	29.0	2.9	127	*421	24.3	2.1	107	1343	25.5	6.7	112
MAGAZINE IMPERATIVE		26292	3177	35.3	12.1	119	490	24.5	1.9	82	703	40.5	2.7	136	1984	37.7	7.5	127
RADIO IMPERATIVE		25308	2120	23.6	8.4	82	471	23.5	1.9	82	*358	20.6	1.4	72	1291	24.5	5.1	86
MAGAZINES-TELEVISION: DUAL		17312	1965	21.8	11.4	112	*436	21.8	2.5	111	*507	29.2	2.9	149	1021	19.4	5.9	99
MAGAZINE IMPERATIVE		29099	3653	40.6	12.6	123	620	31.0	2.1	94	607	35.0	2.1	106	2426	46.1	8.3	140
TELEVISION IMPERATIVE		27505	2086	23.2	7.6	75	587	29.3	2.1	94	*407	23.5	1.5	75	1093	20.8	4.0	67
NEWSPAPERS-OUTDOOR: DUAL		18628	2345	26.0	12.6	124	502	25.1	2.7	119	*452	26.1	2.4	124	1391	26.4	7.5	125
NEWSPAPER IMPERATIVE		29178	3276	36.4	11.2	110	759	37.9	2.6	115	620	35.8	2.1	108	1897	36.0	6.5	109
OUTDOOR IMPERATIVE		25260	2251	25.0	8.9	88	*523	26.1	2.1	91	*386	22.3	1.5	78	1343	25.5	5.3	89
NEWSPAPERS-RADIO: DUAL		19246	2293	25.5	11.9	117	608	30.4	3.2	140	*370	21.3	1.9	98	1315	25.0	6.8	115
NEWSPAPER IMPERATIVE		28155	3380	37.5	12.0	118	651	32.5	2.3	102	729	42.0	2.6	132	2000	38.0	7.1	119
RADIO IMPERATIVE		25308	2168	24.1	8.6	84	*418	20.9	1.7	73	*446	25.7	1.8	90	1304	24.8	5.2	87
NEWSPAPERS-TELEVISION: DUAL		18615	2013	22.4	10.8	106	578	28.9	3.1	137	*389	22.4	2.1	107	1047	19.9	5.6	94
NEWSPAPER IMPERATIVE		29207	3684	40.9	12.6	124	702	35.1	2.4	106	659	38.0	2.3	115	2324	44.1	8.0	134
TELEVISION IMPERATIVE		25472	2070	23.0	8.1	80	499	24.9	2.0	87	*512	29.5	2.0	103	1058	20.1	4.2	70
OUTDOOR-RADIO: DUAL		17292	1859	20.7	10.8	106	*328	16.4	1.9	84	*309	17.8	1.8	91	1222	23.2	7.1	119
OUTDOOR IMPERATIVE		26915	2994	33.3	11.1	109	689	34.4	2.6	113	600	34.6	2.2	114	1706	32.4	6.3	106
RADIO IMPERATIVE		28938	2836	31.5	9.8	96	666	33.3	2.3	102	595	34.3	2.1	105	1576	29.9	5.4	91
OUTDOOR-TELEVISION: DUAL		16112	1886	21.0	11.7	115	*406											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	9002	100.0	10.2	100	2002	100.0	2.3	100	1734	100.0	2.0	100	5267	100.0	6.0	100
ATLANTIC MONTHLY	415	**59	0.7	14.2	140	**6	0.3	1.4	64	**24	1.4	5.8	295	**29	0.6	7.0	117
BARRON'S	522	**90	1.0	17.2	169	**5	0.2	1.0	42	**29	1.7	5.6	283	**56	1.1	10.7	180
BETTER HOMES & GARDENS	17429	1837	20.4	10.5	104	352	17.6	2.0	89	405	23.4	2.3	119	1080	20.5	6.2	104
BON APPETIT	2772	519	5.8	18.7	184	*118	5.9	4.3	188	**70	4.0	2.5	129	332	6.3	12.0	201
BUSINESS WEEK	1469	*265	2.9	18.0	177	**28	1.4	1.9	84	**82	4.7	5.6	285	*155	2.9	10.6	177
CAR AND DRIVER	397	**34	0.4	8.6	84	**6	0.3	1.5	67	**6	0.3	1.5	77	**23	0.4	5.8	97
CBS MAGAZINE NETWORK (GROSS)	1633	*309	3.4	18.9	186	**0	0.0	0.0	0	**72	4.2	4.4	225	*237	4.5	14.5	244
CHANGING TIMES	1554	*212	2.4	13.6	134	**44	2.2	2.8	125	**43	2.5	2.8	141	*125	2.4	8.0	135
COLONIAL HOMES	1304	*191	2.1	14.6	144	**29	1.4	2.2	98	**57	3.3	4.4	223	**105	2.0	8.1	135
CONDE NAST MAG. (GROSS)	17858	2487	27.6	13.9	137	358	17.9	2.0	89	496	28.6	2.8	142	1632	31.0	9.1	153
CONSUMERS DIGEST	1406	*341	3.8	24.3	238	**31	1.5	2.2	97	**59	3.4	4.2	214	*251	4.8	17.9	300
COSMOPOLITAN	8815	1214	13.5	13.8	135	*217	10.8	2.5	109	*206	11.9	2.3	119	791	15.0	9.0	151
COUNTRY LIVING	2636	307	3.4	11.6	114	**28	1.4	1.1	47	**99	5.7	3.8	192	*180	3.4	6.8	115
CUISINE	1554	361	4.0	23.2	228	**93	4.6	6.0	264	**107	6.2	6.9	351	*162	3.1	10.4	175
CYCLE WORLD	469	**55	0.6	11.7	115	**0	0.0	0.0	0	**14	0.8	3.0	152	**40	0.8	8.5	143
DCI:CREATIVE IDEAS FOR LIV	2631	*237	2.6	9.0	89	**51	2.5	1.9	86	**35	2.0	1.3	68	*151	2.9	5.7	96
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	806	9.0	11.4	112	*172	8.6	2.4	108	**120	6.9	1.7	87	513	9.7	7.3	122
DISCOVER	998	*141	1.6	14.1	139	**22	1.1	2.2	97	**31	1.8	3.1	158	**89	1.7	8.9	150
EBONY	4289	722	8.0	16.8	165	*114	10.7	5.0	220	*187	10.8	4.4	222	329	6.1	7.5	126
ESQUIRE	1176	*150	1.7	12.8	125	**51	2.5	4.3	192	**23	1.3	2.0	100	**76	1.4	6.5	109
ESSENCE	2392	381	4.2	15.9	157	**107	5.3	4.5	198	**78	4.5	3.3	166	*196	3.7	8.2	138
FAMILY CIRCLE	17209	1780	19.8	10.3	102	338	16.9	2.0	87	438	25.3	2.5	130	1004	19.1	5.8	98
THE FAMILY HANDYMAN	1184	*150	1.7	12.7	124	**8	0.4	0.7	30	**30	1.7	2.5	129	**112	2.1	9.5	159
FAMILY WEEKLY	12391	1007	11.2	8.1	80	*153	7.6	1.2	55	*161	9.3	1.3	66	693	13.2	5.6	94
FIELD & STREAM	2438	*237	2.6	9.7	96	**45	2.2	1.8	82	**49	2.8	2.0	103	*143	2.7	5.9	99
FOOD & WINE	614	*141	1.6	23.0	226	**22	1.1	3.6	158	**32	1.8	5.2	266	**87	1.7	14.2	238
FORBES	813	*155	1.7	19.1	187	*116	0.8	2.0	87	**44	2.5	5.4	276	**95	1.8	11.7	196
FORTUNE	1083	*263	2.9	24.3	239	**55	2.7	5.1	224	**96	5.5	8.9	452	**113	2.1	10.4	175
GENTLEMEN'S QUARTERLY	1197	*212	2.4	17.7	174	**3	0.1	0.3	11	**23	1.3	1.9	98	*186	3.5	15.5	261
GLAMOUR	6625	890	9.9	13.4	132	*128	6.4	1.9	85	*142	8.2	2.1	109	620	11.8	9.4	157
GOLF DIGEST	707	**111	1.2	15.7	154	**25	1.2	3.5	156	**17	1.0	2.4	123	**70	1.3	9.9	166
GOLF DIGEST/TENNIS (GROSS)	1316	*193	2.1	14.7	144	**32	1.6	2.4	107	**32	1.8	2.4	124	**130	2.5	9.9	166
GOLF MAGAZINE	469	**50	0.6	10.7	105	*115	0.7	3.2	141	**0	0.0	0.0	0	*335	0.7	7.5	125
GOLF MAGAZINE/SKI (GROSS)	1060	*157	1.7	14.8	146	*115	0.7	1.4	63	*115	0.9	1.4	72	*127	2.4	12.0	201
GOOD HOUSEKEEPING	17784	1855	20.6	10.4	103	323	16.1	1.8	80	371	21.4	2.1	106	1161	22.0	6.5	110
HARPER'S BAZAAR	2931	336	3.7	11.5	113	**70	3.5	2.4	106	**56	3.2	1.9	97	*210	4.0	7.2	120
HEALTH	2199	*249	2.8	11.3	111	**11	0.5	0.5	22	**71	4.1	3.2	165	*168	3.2	7.6	128
HEARST MAG CORP. BUY (GROSS)	49148	5712	63.5	11.6	114	1023	51.1	2.1	92	1143	55.9	2.3	119	3546	67.3	7.2	121
HEARST MAN POWER (GROSS)	2113	*161	1.8	7.6	75	**9	0.4	0.4	19	**28	1.6	1.3	68	*124	2.4	5.9	99
HEARST WOMAN POWER (GROSS)	35062	3991	44.3	11.4	112	700	35.0	2.0	88	780	45.0	2.2	113	2512	47.7	7.2	120
HOUSE BEAUTIFUL	3865	557	6.2	14.4	142	*146	7.3	3.8	167	*100	5.8	2.6	132	311	5.9	8.0	135
INC.	315	**64	0.7	20.3	200	**23	1.1	7.3	323	**2	0.1	0.6	32	*339	0.7	12.4	208
JET	3690	663	7.4	18.0	177	*200	10.0	5.4	240	*160	9.2	4.3	221	303	5.8	8.2	138
LADIES' HOME JOURNAL	12930	1367	15.2	10.6	104	232	11.6	1.8	79	286	16.5	2.2	113	849	16.1	6.6	110
LHJ FAMILY GRP COMBO(GROSS)	18161	2006	22.3	11.0	109	328	16.4	1.8	80	409	23.6	2.3	115	1269	24.1	7.0	117
LIFE	5065	823	9.1	16.2	160	**163	8.1	3.2	142	*177	10.2	3.5	178	483	9.2	9.5	160
L.A. TIMES HOME MAGAZINE	1310	*234	2.6	17.9	176	*116	0.8	1.2	54	**20	1.2	1.5	78	*198	3.8	15.1	254
MADMOISELLE	3759	555	6.2	14.8	145	*90	4.5	2.4	106	*157	9.1	4.2	213	*308	5.8	8.2	138
MC CALL'S	14658	1495	16.6	10.2	100	253	12.6	1.7	76	360	20.8	2.5	125	882	16.7	6.0	101
MC CALL'S/WRK MOTHER (GROSS)	15857	1682	18.7	10.6	104	292	14.6	1.8	81	417	24.0	2.6	134	973	18.5	6.1	103
MECHANIX ILLUSTRATED	809	**125	1.4	15.5	152	**3	0.1	0.4	16	*112	0.7	1.5	76	**111	2.1	13.7	230
METROPOLITAN HOME	1009	*140	1.6	13.9	136	**20	1.0	2.0	88	*32	1.8	3.2	162	*88	1.7	8.7	146
MONEY	1707	241	2.7	14.1	139	*50	2.5	2.9	129	*60	3.5	3.5	179	*131	2.5	7.7	129
MOTHER EARTH NEWS	1123	**95	1.1	8.5	83	**11	0.5	1.0	43	**7	0.4	0.6	32	**77	1.5	6.9	115
MS.	932	*165	1.8	17.7	174	*31	1.5	3.3	147	*27	1.6	2.9	148	*107	2.0	11.5	193
NATIONAL ENQUIRER	11971	980	10.9	8.2	80	256	12.8	2.1	94	242	14.0	2.0	103	482	9.2	4.0	68
NATIONAL GEOGRAPHIC	10503	1533	17.0	14.6	143	*239	11.9	2.3	101	*85	16.4	2.7	138	1010	19.2	9.6	162
NATIONAL SUNDAY MAGAZINE PKG	54325	6221	69.1	11.5	113	1347	67.3	2.5	110	1169	67.4	2.2	110	3705	70.3	6.8	115
NATIONAL HISTORY	626	*93	1.0	14.9	146	*6	0.3	1.0	42	*10	0.6	1.6	81	*177	1.5	12.3	207
NEW WOMAN	1992	*162	1.8	8.1	80	**10	0.5	0.5	22	*42	2.4	2.1	108	**110	2.1	5.5	93
NEW YORK INCLUDING CUE	547	*94	1.0	17.2	169	**46	2.3	8.4	372	*8	0.5	1.5	75	**41	0.8	7.5	126
THE NEW YORKER	1380	285	3.2	20.7	203	*65	3.2	4.7	208	*72	4.2	5.2	266	*148	2.8	10.7	180
NEWSWEEK	6925	1036	11.5	15.0	147	*149	7.4	2.2	95	233	13.4	3.4	172	654	12.4	9.4	159
THE N.Y. TIMES DAILY EDITION	1363	426	4.7	31.3	307	*143	7.1	10.5	464	*76	4.4	5.6	284	*207	3.9	15.2	255
THE N.Y. TIMES MAGAZINE	2333	675	7.5	28.9	284	*176	8.8	7.5	333	*149	8.6	6.4	326	350	6.6	15.0	252
OMNI	872	*171	1.9	19.6	193	**23	1.1	2.6	117	*20	1.2	2.3	117	*128	2.4	14.7	247
ON CABLE	1298	*193	2.1	14.9	146	**19	0.9	1.5	65	*43	2.5	3.3	169	*130	2.5	10.0	168
1001 HOME IDEAS	3032	390	4.3	12.9	126	*85	4.2	2.8	124	*53	3.1	1.7	89	*253	4.8	8.3	140
ORGANIC GARDENING	1680	*208	2.3	12.4	122	*37	1.8	2.2	97	*27	1.6	1.6	82	*144	2.7	8.6	144
OUTDOOR LIFE	960	*149	1.7	15.5	153	*18	0.9	1.9	83	*33	1.9	3.4	175	*98	1.9	10.2	171
PARADE MAGAZINE	26755	3539	39.3	13.2	130	916	45.8	3.4	151	645	37.2	2.4	123	1979	37.6	7.4	124

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE - TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	9002	100.0	10.2	100	2002	100.0	2.3	100	1734	100.0	2.0	100	5267	100.0	6.0	100
PARENTS	4173	428	4.8	10.3	101	**35	1.7	0.8	37	**132	7.6	3.2	161	*262	5.0	6.3	105
PENTHOUSE	973	*138	1.5	14.2	139	**9	0.4	0.9	41	**25	1.4	2.6	131	**105	2.0	10.8	181
PEOPLE	13479	1676	18.6	12.4	122	334	16.7	2.5	109	367	21.2	2.7	139	975	18.5	7.2	121
PLAYBOY	2183	325	3.6	14.9	146	**54	2.7	2.5	109	**82	4.7	3.8	192	*189	3.6	8.7	145
POPULAR HOT RODDING	388	**32	0.4	8.2	81	**0	0.0	0.0	0	**7	0.4	1.8	92	**25	0.5	6.4	108
POPULAR MECHANICS	1037	**40	0.4	3.9	38	**0	0.0	0.0	0	**2	0.1	0.2	10	**38	0.7	3.7	62
POPULAR SCIENCE	920	**152	1.7	16.5	162	**18	0.9	2.0	86	**19	1.1	2.1	105	**116	2.2	12.6	212
PREVENTION	4071	479	5.3	11.8	116	**94	4.7	2.3	102	**98	5.7	2.4	123	287	5.4	7.0	118
PSYCHOLOGY TODAY	1940	396	4.4	20.4	201	**59	2.9	3.0	134	**69	4.0	3.6	181	*268	5.1	13.8	232
READER'S DIGEST	24031	2645	29.4	11.0	108	659	32.9	2.7	121	469	27.0	2.0	100	1517	28.8	6.3	106
BEDBOOK	8464	922	10.2	10.9	107	*160	8.0	1.9	84	*203	11.7	2.4	122	560	10.6	6.6	111
ROAD & TRACK	429	**56	0.6	13.1	128	**0	0.0	0.0	0	**19	1.1	4.4	226	**37	0.7	8.6	145
ROLLING STONE	1355	303	3.4	22.4	220	**16	0.8	1.2	52	**51	2.9	3.8	192	*236	4.5	17.4	293
RUNNER'S WORLD	329	**26	0.3	7.9	78	**0	0.0	0.0	0	**2	0.1	0.6	31	**25	0.5	7.6	128
SATURDAY EVENING POST	1268	*201	2.2	15.9	156	**34	1.7	2.7	118	**53	3.1	4.2	213	**115	2.2	9.1	152
SCIENCE 84	702	**86	1.0	12.3	120	**0	0.0	0.0	0	**4	0.2	0.6	29	**82	1.6	11.7	196
SCIENCE DIGEST	553	**46	0.5	8.3	82	**0	0.0	0.0	0	**14	0.8	2.5	129	**32	0.6	5.8	97
SCIENTIFIC AMERICAN	615	*143	1.6	23.3	229	**24	1.2	3.9	172	**33	1.9	5.4	274	**86	1.6	14.0	235
SELF	2683	376	4.2	14.0	138	**22	1.1	0.8	36	**65	3.7	2.4	124	*289	5.5	10.8	181
SEVENTEEN	3309	384	4.3	11.6	114	**80	4.0	2.4	107	**75	4.3	2.3	116	*229	4.3	6.9	116
SKI	591	**107	1.2	18.1	178	**0	0.0	0.0	0	**15	0.9	2.5	129	**92	1.7	15.6	261
SMITHSONIAN	3039	650	7.2	21.4	210	*140	7.0	4.6	204	*153	8.8	5.0	257	357	6.8	11.7	197
SOAP OPERA DIGEST	3683	399	4.4	10.8	106	**91	4.5	2.5	109	**65	3.7	1.8	90	*242	4.6	6.6	110
SOUTHERN LIVING	4434	569	6.3	12.8	126	*121	6.0	2.7	121	**86	5.0	1.9	99	362	6.9	8.2	137
SOUTH	701	**84	0.9	12.0	118	**26	1.3	3.7	164	**10	0.6	1.4	73	**48	0.9	6.8	115
THE SPORTING NEWS	518	**57	0.6	11.0	108	**0	0.0	0.0	0	**5	0.3	1.0	49	**52	1.0	10.0	169
SPORTS AFIELD	523	**75	0.8	14.3	141	**9	0.4	1.7	76	**12	0.7	2.3	117	**54	1.0	10.3	173
SPORTS ILLUSTRATED	3325	539	6.0	16.2	159	**117	5.8	3.5	155	**102	5.9	3.1	157	320	6.1	9.6	162
STAR	8567	822	9.1	9.6	94	*232	11.6	2.7	120	*193	11.1	2.3	115	397	7.5	4.6	78
SUNDAY	27630	3505	38.9	12.7	125	820	41.0	3.0	131	734	42.3	2.7	136	1952	37.1	7.1	119
SUNSET	2219	356	4.0	16.0	158	**57	2.8	2.6	114	**54	3.1	2.4	124	*245	4.7	11.0	185
TV GUIDE	24258	2348	26.1	9.7	95	476	23.8	2.0	87	423	24.4	1.7	89	1449	27.5	6.0	100
TENNIS	609	**82	0.9	13.5	132	**7	0.3	1.1	51	**15	0.9	2.5	126	**60	1.1	9.9	165
TIME	9929	1328	14.8	13.4	131	310	15.5	3.1	138	*187	10.8	1.9	96	831	15.8	8.4	141
TOWN & COUNTRY	1062	*166	1.8	15.6	154	**41	2.0	3.9	171	**20	1.2	1.9	96	*105	2.0	9.9	166
TRAVEL & LEISURE	1051	227	2.5	21.6	212	**49	2.4	4.7	206	**55	3.2	5.2	267	*123	2.3	11.7	197
TRUE STORY	3946	290	3.2	7.3	72	**61	3.0	1.5	68	**112	6.5	2.8	145	*117	2.2	3.0	50
U.S. NEWS & WORLD REPORT	3782	571	6.3	15.1	148	**104	5.2	2.7	122	*153	8.8	4.0	206	314	6.0	8.3	139
USA TODAY	1874	264	2.9	14.1	138	**68	3.4	3.6	160	**65	3.7	3.5	177	*132	2.5	7.0	118
US	2213	*258	2.9	11.7	115	**61	3.0	2.8	122	**46	2.7	2.1	106	*151	2.9	6.8	115
VOGUE	4792	666	7.4	13.9	137	*119	5.9	2.5	110	*132	7.6	2.8	141	415	7.9	8.7	145
WALL STREET JOURNAL	2045	445	4.9	21.8	214	**75	3.7	3.7	162	**120	6.9	5.9	299	*250	4.7	12.2	205
WEIGHT WATCHERS	2364	273	3.0	11.5	113	**41	2.0	1.7	77	**27	1.6	1.1	58	*206	3.9	8.7	146
WOMAN'S DAY	15182	1702	18.9	11.2	110	298	14.9	2.0	87	408	23.5	2.7	137	995	18.9	6.6	110
WORKING MOTHER	1198	*187	2.1	15.6	153	**40	2.0	3.3	148	**57	3.3	4.8	243	**91	1.7	7.6	128
WORKING WOMAN	1523	*223	2.5	14.6	144	**32	1.6	2.1	93	**83	4.8	5.4	278	*108	2.1	7.1	119
WORLD TENNIS	*183	**37	0.4	20.2	199	**0	0.0	0.0	0	**16	0.9	8.7	446	**21	0.4	11.5	193
ZIFF-DAVIS MAG NETWK (GROSS)	2776	391	4.3	14.1	138	**29	1.4	1.0	46	**52	3.0	1.9	96	310	5.9	11.2	188
BLAIR INSERTS	47909	5924	65.8	12.4	122	1369	68.4	2.9	126	1094	63.1	2.3	116	3461	65.7	7.2	121
DAILY NEWSPAPERS	56731	6244	69.4	11.0	108	1366	68.2	2.4	106	1197	69.0	2.1	108	3681	69.9	6.5	109
READ ANY	47696	4920	54.7	10.3	101	1081	54.0	2.3	100	882	50.9	1.8	94	2957	56.1	6.2	104
READ ONE	9034	1324	14.7	14.7	144	284	14.2	3.1	139	315	18.2	3.5	178	724	13.7	8.0	135
READ TWO OR MORE																	
WEEKEND/SUNDAY NEWSPAPERS	57732	6565	72.9	11.4	112	1451	72.5	2.5	111	1237	71.3	2.1	109	3877	73.6	6.7	113
READ ANY	50513	5167	57.4	10.2	101	1169	58.4	2.3	102	922	53.2	1.8	93	3077	58.4	6.1	102
READ ONE	7219	1398	15.5	19.4	190	283	14.1	3.9	173	315	18.2	4.4	223	800	15.2	11.1	186
READ TWO OR MORE																	
OUTDOOR	28.04	30.42				32.81				28.35				30.18			
100 SHMG - 30 DAY AV FREQ	78184	8014	89.0	10.3	101	1816	90.7	2.3	103	1555	89.7	2.0	101	4643	88.2	5.9	100
30 DAY REACH	14.80	15.89				17.49				14.87				15.62			
50 SHMG - 30 DAY AV FREQ	74239	7692	85.4	10.4	102	1704	85.1	2.3	101	1479	85.3	2.0	102	4509	85.6	6.1	102
30 DAY REACH	8.05	8.55				9.29				7.97				8.45			
25 SHMG - 30 DAY AV FREQ	68254	7193	79.9	10.5	104	1616	80.7	2.4	105	1375	79.3	2.0	103	4202	79.8	6.2	103
30 DAY REACH	35215	3759	41.8	10.7	105	586	29.3	1.7	74	752	43.4	2.1	109	2421	46.0	6.9	115
CABLE TV: HOME WIRED	53250	5244	58.3	9.8	97	1415	70.7	2.7	117	982	56.6	1.8	94	2847	54.1	5.3	90
HOME NOT WIRED																	
HAVE PAY CABLE	17885	1862	20.7	10.4	102	**284	14.2	1.6	70	*456	26.3	2.5	130	1122	21.3	6.3	105

	TOTAL U.S. '000	CHIVAS REGAL				CUTTY SARK				DEMAR'S WHITE LABEL				J & B			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL ADULTS	167727	8132	100.0	4.8	100	5512	100.0	3.3	100	3675	100.0	2.2	100	6082	100.0	3.6	100
MALES	79263	5140	63.2	6.5	134	3380	61.3	4.3	130	2388	65.0	3.0	138	3741	61.5	4.7	130
FEMALES	88464	2992	36.8	3.4	70	2132	38.7	2.4	73	1287	35.0	1.5	66	2341	38.5	2.6	73
18 - 24	28671	1257	15.5	4.4	90	842	15.3	2.9	89	*577	15.7	2.0	92	1066	17.5	3.7	103
25 - 34	39536	2482	30.5	6.3	129	1246	22.6	3.2	96	900	24.5	2.3	104	1300	21.4	3.3	91
35 - 44	28978	1890	23.2	6.5	135	997	18.1	3.4	105	770	21.0	2.7	121	1252	20.6	4.3	119
45 - 54	22345	1074	13.2	4.8	99	879	15.9	3.9	120	618	16.8	2.8	126	1006	16.5	4.5	124
55 - 64	22224	828	10.2	3.7	77	860	15.6	3.9	118	553	15.0	2.5	114	923	15.2	4.2	115
65 OR OLDER	25973	599	7.4	2.3	48	689	12.5	2.7	81	*257	7.0	1.0	45	535	8.8	2.1	57
18 - 34	68207	3740	46.0	5.5	113	2088	37.9	3.1	93	1476	40.2	2.2	99	2366	38.9	3.5	96
18 - 49	108058	6226	76.6	5.8	111	3439	62.4	3.2	97	2551	69.4	2.4	108	4177	68.7	3.9	107
25 - 54	90859	5447	67.0	6.0	124	3122	56.6	3.4	105	2288	62.3	2.5	115	3558	58.5	3.9	108
35 - 49	39851	2487	30.6	6.2	129	1350	24.5	3.4	103	1075	29.3	2.7	123	1811	29.8	4.5	125
50 OR OLDER	59669	1905	23.4	3.2	66	2073	37.6	3.5	106	1124	30.6	1.9	86	1905	31.3	3.2	88
GRADUATED COLLEGE	28091	2677	32.9	9.5	197	1480	26.9	5.3	160	1187	32.3	4.2	193	1947	32.0	6.9	191
ATTENDED COLLEGE	28938	1852	22.8	6.4	132	1114	20.2	3.8	117	892	24.3	3.1	141	1258	20.7	4.3	120
GRADUATED HIGH SCHOOL	65503	2689	33.1	4.1	85	1938	35.2	3.0	90	1047	28.5	1.6	73	1783	29.3	2.7	75
DID NOT GRADUATE HIGH SCHOOL	45195	913	11.2	2.0	42	980	17.8	2.2	66	*549	14.9	1.2	55	1093	18.0	2.4	67
EMPLOYED MALES	56429	4197	51.6	7.4	153	2612	47.4	4.6	141	2012	54.7	3.6	163	2991	49.2	5.3	146
EMPLOYED FEMALES	43971	1924	23.7	4.4	90	1151	20.9	2.6	80	888	24.2	2.0	92	1421	23.4	3.2	89
EMPLOYED FULL-TIME	87773	5649	69.5	6.4	133	3471	63.0	4.0	120	2572	70.0	2.9	134	4025	66.2	4.6	126
EMPLOYED PART-TIME	12627	*471	5.8	3.7	77	*292	5.3	2.3	70	*329	9.0	2.6	119	*386	6.3	3.1	84
NOT EMPLOYED	67327	2012	24.7	3.0	62	1749	31.7	2.6	79	774	21.1	1.1	52	1671	27.5	2.5	68
PROFESSIONAL/MANAGER	25845	2454	30.2	9.5	196	1472	26.7	5.7	173	1086	29.6	4.2	192	1713	28.2	6.6	183
TECH/CLERICAL/SALES	30895	1874	23.0	6.1	125	1068	19.4	3.5	105	956	26.0	3.1	141	1276	21.0	4.1	114
PRECISION/CRAFT	12629	665	8.2	5.3	109	*435	7.9	3.4	105	*239	6.5	1.9	86	549	9.0	4.3	120
OTHER EMPLOYED	31031	1128	13.9	3.6	75	788	14.3	2.5	77	621	16.9	2.0	91	875	14.4	2.8	78
SINGLE	35557	2110	25.9	5.9	122	1321	24.0	3.7	113	919	25.0	2.6	118	1531	25.2	4.3	119
MARRIED	103585	4934	60.7	4.8	98	3446	62.5	3.3	101	2279	62.0	2.2	100	3722	61.2	3.6	99
DIVORCED/SEPARATED/WIDOWED	28585	1088	13.4	3.8	79	746	13.5	2.6	79	476	13.0	1.7	76	829	13.6	2.9	80
PARENTS	59295	3110	38.2	5.2	108	1849	33.5	3.1	95	1280	34.8	2.2	99	2150	35.4	3.6	100
WHITE	146081	6860	84.4	4.7	97	4950	89.8	3.4	103	3245	88.3	2.2	101	5210	85.7	3.6	98
BLACK	17974	1065	13.1	5.9	122	518	9.4	2.9	88	*394	10.7	2.2	100	782	12.9	4.4	120
OTHER	3672	**207	2.5	5.6	116	**45	0.8	1.2	37	**36	1.0	1.0	45	**90	1.5	2.5	68
NORTHEAST-CENSUS	37005	2085	25.6	5.6	116	1368	24.8	3.7	112	1849	50.3	5.0	228	1872	30.8	5.1	140
NORTH CENTRAL	42642	1602	19.7	3.8	77	1215	22.0	2.8	87	500	13.6	1.2	54	1405	23.1	3.3	91
SOUTH	56777	2640	32.5	4.6	96	1589	28.8	2.8	85	719	19.6	1.3	58	1674	27.5	2.9	81
WEST	31303	1805	22.2	5.8	119	1341	24.3	4.3	130	607	16.5	1.9	89	1130	18.6	3.6	100
NORTHEAST-MKTG.	38125	2230	27.4	5.8	121	1461	26.5	3.8	117	1888	51.4	5.0	226	1913	31.5	5.0	138
EAST CENTRAL	24794	653	8.0	2.6	54	652	11.8	2.6	80	*426	11.6	1.7	78	747	12.3	3.0	83
WEST CENTRAL	28511	1313	16.1	4.6	95	952	17.3	3.3	102	*293	8.0	1.0	47	968	15.9	3.4	94
SOUTH	48953	2303	28.3	4.7	97	1317	23.9	2.7	82	*539	14.7	1.1	50	1436	23.6	2.9	81
PACIFIC	27344	1633	20.1	6.0	123	1130	20.5	4.1	126	*529	14.4	1.9	88	1018	16.7	3.7	103
COUNTY SIZE A	69301	4528	55.7	6.5	135	2820	51.2	4.1	124	2260	61.5	3.3	149	3004	49.4	4.3	120
COUNTY SIZE B	50633	2274	28.0	4.5	93	1505	27.3	3.0	90	890	24.2	1.8	80	1886	31.0	3.7	103
COUNTY SIZE C	26259	817	10.0	3.1	64	840	15.2	3.2	97	*338	9.2	1.3	59	648	10.7	2.5	68
COUNTY SIZE D	21534	*513	6.3	2.4	49	*348	6.3	1.6	49	**188	5.1	0.9	40	*545	9.0	2.5	70
METRO CENTRAL CITY	50014	3174	39.0	6.3	131	1961	35.6	3.9	119	1156	31.5	2.3	105	2151	35.4	4.3	119
METRO SUBURBAN	76832	3864	47.5	5.0	104	2667	48.4	3.5	106	2092	56.9	2.7	124	2807	46.2	3.7	101
NON METRO	40881	1094	13.5	2.7	55	884	16.0	2.2	66	*427	11.6	1.0	48	1123	18.5	2.7	76
TOP 5 ADI'S	39550	2657	32.7	6.7	139	1526	27.7	3.9	117	1661	45.2	4.2	192	1746	28.7	4.4	122
TOP 10 ADI'S	54877	3523	43.3	6.4	132	2049	37.2	3.7	114	2046	55.7	3.7	170	2512	41.3	4.6	126
TOP 20 ADI'S	77516	4757	58.5	6.1	127	2965	53.8	3.8	116	2454	66.8	3.2	144	3194	52.5	4.1	114
HSGLD INC. \$50,000 OR MORE	17257	1564	19.2	9.1	187	948	17.2	5.5	167	699	19.0	4.1	185	1220	20.1	7.1	195
\$40,000 OR MORE	33235	2620	32.2	7.9	163	1764	32.0	5.3	162	1294	35.2	3.9	178	1994	32.8	6.0	165
\$30,000 OR MORE	59693	4419	54.3	7.4	153	2717	49.3	4.6	139	2067	56.2	3.5	158	3257	53.6	5.5	150
\$25,000 OR MORE	76275	5161	63.5	6.8	140	3174	57.6	4.2	127	2468	67.2	3.2	148	3949	64.9	5.2	143
\$20,000 - \$24,999	18607	720	8.9	3.9	80	559	10.1	3.0	91	*353	9.6	1.9	87	669	11.0	3.6	99
\$15,000 - \$19,999	17175	618	7.6	3.6	74	580	10.5	3.4	103	*288	7.8	1.7	77	533	8.8	3.1	86
\$10,000 - \$14,999	24569	1026	12.6	4.2	86	755	13.7	3.1	94	*283	7.7	1.2	53	507	8.3	2.1	57
UNDER \$10,000	31101	607	7.5	2.0	40	444	8.1	1.4	43	*283	7.7	0.9	42	423	7.0	1.4	38
HOUSEHOLD OF 1 PERSON	19441	853	10.5	4.4	90	650	11.8	3.3	102	377	10.3	1.9	89	582	9.6	3.0	83
2 PEOPLE	51803	2367	29.1	4.6	94	1857	33.7	3.6	109	1288	35.0	2.5	113	1744	28.7	3.4	93
3 OR 4 PEOPLE	66933	3737	46.0	5.6	115	2250	40.8	3.4	102	1558	42.4	2.3	106	2827	46.5	4.2	116
5 OR MORE PEOPLE	29550	1175	14.4	4.0	82	756	13.7	2.6	78	*452	12.3	1.5	70	929	15.3	3.1	87
NO CHILD IN HSHLD	96587	4486	55.2	4.6	96	3384	61.4	3.5	107	2290	62.3	2.4	108	3514	57.8	3.6	100
CHILD(REN) UNDER 2 YRS	10844	*432	5.3	4.0	82	*339	6.2	3.1	95	*220	6.0	2.0	93	*395	6.5	3.6	100
2 - 5 YEARS	26358	1203	14.8	4.6	94	745	13.5	2.8	86	*439	11.9	1.7	76	788	13.0	3.0	82
6 - 11 YEARS	30453	1434	17.6	4.7	97	772	14.0	2.5	77	540	14.7	1.8	81	879	14.5	2.9	80
12 - 17 YEARS	36575	1986	24.4	5.4	112	1094	19.8	3.0	91	691	18.8	1.9	86	1423	23.4	3.9	107
RESIDENCE OWNED	117770	5511	67.8	4.7	97	3918	71.1	3.3	101	2655	72.2	2.3	103	4540	74.6	3.9	106
VALUE: \$50,000 OR MORE	70166	4160	51.2	5.9	122	2871	52.1	4.1	125	2066	56.2	2.9	134	3446	56.7	4.9	135
VALUE: UNDER \$50,000	47604	1351	16.6	2.8	59	1047	19.0	2.2	67	589	16.0	1.2	56	1095	18.0	2.3	63

		TOTAL U.S. '000	CHIVAS REGAL				CUTTY SARK				DEMARS WHITE LABEL				J & B			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	8132	100.0	4.8	100	5512	100.0	3.3	100	3675	100.0	2.2	100	6082	100.0	3.6	100
MAGAZINES	QUINTILE 1	34022	2813	34.6	8.3	171	1644	29.8	4.8	147	1227	33.4	3.6	165	1786	29.4	5.2	145
	QUINTILE 2	34800	1833	22.5	5.3	109	1355	24.6	3.9	118	845	23.0	2.4	111	1577	25.9	4.5	125
	QUINTILE 3	30514	1281	15.8	4.2	87	834	15.1	2.7	83	572	15.6	1.9	86	977	16.1	3.2	88
	QUINTILE 4	33324	1249	15.4	3.7	77	853	15.5	2.6	78	602	16.4	1.8	82	896	14.7	2.7	74
	QUINTILE 5	35066	956	11.8	2.7	56	827	15.0	2.4	72	428	11.6	1.2	56	846	13.9	2.4	67
NEWSPAPERS	QUINTILE 1	29107	2404	29.6	8.3	170	1544	28.0	5.3	161	1208	32.9	4.2	189	1755	28.9	6.0	166
	QUINTILE 2	49095	2410	29.6	4.9	101	1485	26.9	3.0	92	1111	30.2	2.3	103	1751	28.8	3.6	98
	QUINTILE 3	23107	884	10.9	3.8	79	812	14.7	3.5	107	493	13.4	2.1	97	802	13.2	2.5	96
	QUINTILE 4	33556	1400	17.2	4.2	86	765	13.9	2.3	69	*500	13.6	1.5	68	926	15.2	2.8	76
	QUINTILE 5	32863	1034	12.7	3.1	65	907	16.5	2.8	84	*363	9.9	1.1	50	848	13.9	2.6	71
OUTDOOR	QUINTILE 1	33431	1871	23.0	5.6	115	1348	24.5	4.0	123	818	22.3	2.4	112	1493	24.5	4.5	123
	QUINTILE 2	33478	1799	22.1	5.4	111	1093	19.8	3.3	99	771	21.0	2.3	105	1317	21.7	3.9	108
	QUINTILE 3	33574	1562	19.2	4.7	96	1107	20.1	3.3	100	850	23.1	2.5	116	1127	18.5	3.4	93
	QUINTILE 4	33935	1543	19.0	4.5	94	1065	19.3	3.1	95	672	18.3	2.0	90	1071	17.6	3.2	87
	QUINTILE 5	33310	1356	16.7	4.1	84	900	16.3	2.7	82	563	15.3	1.7	77	1073	17.6	3.2	89
RADIO-DRIVE TIME	QUINTILE 1	33136	1896	23.3	5.7	118	1217	22.1	3.7	112	752	20.5	2.3	104	1217	20.0	3.7	101
	QUINTILE 2	31658	1484	18.2	4.7	97	1051	19.1	3.3	101	704	19.2	2.2	101	1346	22.1	4.3	117
	QUINTILE 3	32541	1599	19.7	4.9	101	1097	19.9	3.4	103	841	22.9	2.6	118	1148	18.9	3.5	97
	QUINTILE 4	34247	1802	22.2	5.3	109	1260	22.9	3.7	112	822	22.4	2.4	110	1269	20.9	3.7	102
	QUINTILE 5	36144	1351	16.6	3.7	77	887	16.1	2.5	75	556	15.1	1.5	70	1102	18.1	3.0	84
RADIO-MID- DAY	TERCILE 1	45037	2411	29.6	5.4	110	1746	31.7	3.9	118	991	27.0	2.2	100	1820	29.9	4.0	111
	TERCILE 2	44819	2130	26.2	4.8	98	1226	22.2	2.7	83	882	24.0	2.0	90	1664	27.4	3.7	102
	TERCILE 3	77872	3591	44.2	4.6	95	2540	46.1	3.3	99	1802	49.0	2.3	106	2598	42.7	3.3	92
	QUINTILE 1	33763	1873	23.0	5.5	114	1234	22.4	3.7	111	755	20.5	2.2	102	1205	19.8	3.6	98
	QUINTILE 2	33240	1595	19.6	4.8	99	1082	19.6	3.3	99	603	16.4	1.8	83	1226	20.2	3.7	102
RADIO-TOTAL	QUINTILE 3	33408	1717	21.1	5.1	106	1180	21.4	3.5	107	959	26.1	2.9	131	1341	22.0	4.0	111
	QUINTILE 4	34792	1793	22.0	5.2	106	1119	20.3	3.2	98	845	23.0	2.4	111	1357	22.3	3.9	108
	QUINTILE 5	32524	1153	14.2	3.5	73	898	16.3	2.8	84	513	14.0	1.6	72	953	15.7	2.9	81
	QUINTILE 1	33090	1416	17.4	4.3	88	1259	22.8	3.8	116	611	16.6	1.8	84	995	16.4	3.0	83
	QUINTILE 2	33357	1617	19.9	4.8	100	1246	22.6	3.7	114	772	21.0	2.3	106	1333	21.9	4.0	110
TV-PRIME TIME	QUINTILE 3	33980	1938	23.8	5.7	118	1023	18.6	3.0	92	910	24.8	2.7	122	1334	21.9	3.9	108
	QUINTILE 4	33854	1605	19.7	4.7	98	1118	20.3	3.3	100	810	22.0	2.4	109	1296	21.3	3.8	106
	QUINTILE 5	33444	1556	19.1	4.7	96	867	15.7	2.6	79	573	15.6	1.7	78	1125	18.5	3.4	93
	TERCILE 1	49121	1906	23.4	3.9	80	1482	26.9	3.0	92	473	12.9	1.0	44	1244	20.5	2.5	70
	TERCILE 2	48823	2270	27.9	4.6	96	1476	26.8	3.0	92	1170	31.8	2.4	109	1841	30.3	3.8	104
TV-DAYTIME	TERCILE 3	69782	3956	48.6	5.7	117	2554	46.3	3.7	111	2031	55.3	2.9	133	2997	49.3	4.3	118
	QUINTILE 1	33584	1550	19.1	4.6	95	1243	22.6	3.7	113	451	12.3	1.3	61	935	15.4	2.8	77
	QUINTILE 2	33441	1284	15.8	3.8	79	1217	22.1	3.6	111	767	20.9	2.3	105	1107	18.2	3.3	91
	QUINTILE 3	33505	1690	20.8	5.0	104	1053	19.1	3.1	96	764	20.8	2.3	104	1361	22.4	4.1	112
	QUINTILE 4	33466	1831	22.5	5.5	113	1100	20.0	3.3	100	915	24.9	2.7	125	1372	22.6	4.1	113
TV-TOTAL	QUINTILE 5	33731	1777	21.9	5.3	109	899	16.3	2.7	81	779	21.2	2.3	105	1306	21.5	3.9	107
	QUINTILE 1	44503	3417	42.0	7.7	158	2171	39.4	4.9	148	1521	41.4	3.4	156	2387	39.2	5.4	148
	MAGAZINE IMPERATIVE	39363	1813	22.3	4.6	95	1217	22.1	3.1	94	755	20.5	1.9	88	1313	21.6	3.3	92
	NEWSPAPER IMPERATIVE	46441	1788	22.0	3.9	79	1342	24.3	2.9	88	1089	29.6	2.3	107	1533	25.2	3.3	91
	QUINTILE 1	33726	2301	28.3	6.8	141	1500	27.2	4.4	135	959	26.1	2.8	130	1642	27.0	4.9	134
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	52846	3047	37.5	5.8	119	1964	35.6	3.7	113	1428	38.9	2.7	123	2162	35.5	4.1	113
	OUTDOOR IMPERATIVE	52140	2007	24.7	3.8	79	1441	26.1	2.8	84	985	26.8	1.9	86	1540	25.3	3.0	81
	QUINTILE 1	37081	2388	29.4	6.4	133	1549	28.1	4.2	127	1075	29.3	2.9	132	1739	28.6	4.7	129
	MAGAZINE IMPERATIVE	49747	3041	37.4	6.1	126	1918	34.8	3.9	117	1426	38.8	2.9	131	2214	36.4	4.5	123
	RADIO IMPERATIVE	49208	1858	22.8	3.8	78	1309	23.7	2.7	81	738	20.1	1.5	68	1382	22.7	2.8	77
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	1904	23.4	5.8	119	1468	26.6	4.4	135	812	22.1	2.5	112	1313	21.6	4.0	109
	TELEVISION IMPERATIVE	54575	3554	43.7	6.5	134	1985	36.0	3.6	111	1594	43.4	2.9	133	2633	43.3	4.8	133
	QUINTILE 1	53249	1708	21.0	3.2	66	1489	27.0	2.8	85	752	20.5	1.4	64	1308	21.5	2.5	68
	QUINTILE 2	36255	2312	28.4	6.4	132	1362	24.7	3.8	114	1025	27.9	2.8	129	1628	26.8	4.5	124
	NEWSPAPER IMPERATIVE	55591	3068	37.7	5.5	114	2058	37.3	3.7	113	1566	42.6	2.8	129	2239	36.8	4.0	111
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	48319	1931	23.7	4.0	82	1522	27.6	3.1	96	824	22.4	1.7	78	1472	24.2	3.0	84
	QUINTILE 1	37242	2318	28.5	6.2	128	1369	24.8	3.7	112	1054	28.7	2.8	129	1776	29.2	4.8	132
	MAGAZINE IMPERATIVE	54423	2983	36.7	5.5	113	2104	38.2	3.9	118	1601	43.6	2.9	134	2248	37.0	4.1	114
	RADIO IMPERATIVE	46650	1918	23.6	4.1	85	1483	26.9	3.2	97	664	18.1	1.4	65	1284	21.1	2.8	76
	QUINTILE 1	35974	1832	22.5	5.1	105	1409	25.6	3.9	119	835	22.7	2.3	106	1229	20.2	3.4	94
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	56095	3455	42.5	6.2	127	2045	37.1	3.6	111	1793	48.8	3.2	146	2655	43.7	4.7	131
	TELEVISION IMPERATIVE	47170	1676	20.6	3.6	73	1507	27.3	3.2	97	693	18.9	1.5	67	1220	20.1	2.6	71
	QUINTILE 1	33748	1666	20.5	4.9	102	1134	20.6	3.4	102	750	20.4	2.2	101	1212	19.9	3.6	99
	OUTDOOR IMPERATIVE	52785	2748	33.8	5.2	107	1886	34.2	3.6	109	1332	36.2	2.5	115	2187	36.0	4.1	114
	RADIO IMPERATIVE	52882	2599	32.0	4.9	101	1687	30.6	3.2	97	1123	30.6	2.1	97	1868	30.7	3.5	97
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	32030	1742	21.4	5.4	112	1530	27.8	4.8	145	693	18.9	2.2	99	1204	19.8	3.8	104
	TELEVISION IMPERATIVE	54626	3074	37.8	5.6	116	1574	28.6	2.9	88	1467	39.9	2.7	123	2287	37.6	4.2	115
	QUINTILE 1	54874	2096	25.8	3.8	79	1616	29.3	2.9	90	996	27.1	1.8	83	1527	25.1	2.8	77

	TOTAL U.S. '000	CHIVAS REGAL				CUTTY SARK				DEMAR'S WHITE LABEL				J & B			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	8132	100.0	4.8	100	5512	100.0	3.3	100	3675	100.0	2.2	100	6082	100.0	3.6	100
ATLANTIC MONTHLY	867	**117	1.4	13.5	278	**41	0.7	4.7	144	**24	0.7	2.8	126	**74	1.2	8.5	235
BARRON'S	1580	*299	3.7	18.9	390	**140	2.5	8.9	270	**113	3.1	7.2	326	*159	2.6	10.1	278
BETTER HOMES & GARDENS	22203	1023	12.6	4.6	95	699	12.7	3.1	96	427	11.6	1.9	88	713	11.7	3.2	89
BON APPETIT	3810	294	3.6	7.7	159	*100	1.8	2.6	80	234	6.4	6.1	280	*167	2.7	4.4	121
BUSINESS WEEK	4663	500	6.1	10.7	221	242	4.4	5.2	158	235	6.4	5.0	230	372	6.1	8.0	220
CAR AND DRIVER	3102	341	4.2	11.0	227	**155	2.8	5.0	152	**97	2.6	3.1	143	*123	2.0	4.0	109
CBS MAGAZINE NETWORK (GROSS)	7311	1043	12.8	14.3	294	366	6.6	5.0	152	*272	7.4	3.7	170	416	6.8	5.7	157
CHANGING TIMES	3400	*323	4.0	9.5	196	*284	5.2	8.4	254	*138	3.8	4.1	185	*224	3.7	6.6	182
COLONIAL HOMES	1796	*141	1.7	7.9	162	**45	0.8	2.5	76	*53	1.4	3.0	135	*870	1.2	3.9	107
CONDE NAST MAG. PKG. (GROSS)	19924	1285	15.8	6.4	133	496	9.0	2.5	76	474	12.9	2.4	109	**182	14.5	4.4	122
CONSUMERS DIGEST	3125	466	5.7	14.9	308	*284	5.2	9.1	277	**105	2.9	3.4	153	*244	4.0	7.8	215
COSMOPOLITAN	10577	727	8.9	6.9	142	426	7.7	4.0	123	*237	6.4	2.2	102	540	8.9	5.1	141
COUNTRY LIVING	3746	*245	3.0	6.5	135	*125	2.3	3.3	102	**65	1.8	1.7	79	*114	1.9	3.0	84
CUISINE	2214	337	4.1	15.2	314	*144	2.6	6.5	198	*145	3.9	6.5	299	*130	2.1	5.9	162
CYCLE WORLD	2394	*194	2.4	8.1	167	**68	1.2	2.8	86	**50	1.4	2.1	95	**91	1.5	3.8	105
DCI:CREATIVE IDEAS FOR LIV	3068	**137	1.7	4.5	92	**47	0.9	1.5	47	**51	1.4	1.7	76	**47	0.8	1.5	42
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	613	7.5	6.4	132	305	5.5	3.2	97	*171	4.7	1.8	82	292	4.8	3.1	84
DISCOVER	2277	*202	2.5	8.9	183	*141	2.6	6.2	188	*167	1.8	2.9	134	*102	1.7	4.5	124
EBONY	7187	648	8.0	9.0	186	255	4.6	3.5	108	*185	5.0	2.6	117	345	5.7	4.8	132
ESQUIRE	2560	287	3.5	11.2	231	*95	1.7	3.7	113	**70	1.9	2.7	125	*117	1.9	4.6	126
ESSENCE	3242	*298	3.7	9.2	190	**97	1.8	3.0	91	**85	2.3	2.6	120	*182	3.0	5.6	155
FAMILY CIRCLE	19639	805	9.9	4.1	85	481	8.7	2.4	75	369	10.0	1.9	86	559	9.2	2.8	78
THE FAMILY HANDYMAN	3540	247	3.0	7.0	144	*143	2.6	4.0	123	*81	2.2	2.3	104	*124	2.0	3.5	97
FAMILY WEEKLY	23924	810	10.0	3.4	70	744	13.5	3.1	95	446	12.1	1.9	85	694	11.4	2.9	80
FIELD & STREAM	9883	405	5.0	4.1	85	330	6.0	3.3	102	*189	5.1	1.9	87	327	5.4	3.3	91
FOOD & WINE	1030	*161	2.0	15.6	322	**56	1.0	5.4	165	**76	2.1	7.4	337	**55	0.9	5.3	147
FORBES	2679	406	5.0	15.2	313	*237	4.3	8.8	269	*175	4.8	6.5	298	326	5.4	12.2	336
FORTUNE	2931	446	5.5	15.2	314	*255	4.6	8.7	265	*179	4.9	6.1	279	277	4.6	9.5	261
GENTLEMEN'S QUARTERLY	3481	392	4.8	11.3	232	*159	2.9	4.6	139	*179	4.9	5.1	235	*249	4.1	7.2	197
GLAMOUR	7163	443	5.4	6.2	128	*214	3.9	3.0	91	*122	3.3	1.7	78	366	6.0	5.1	141
GOLF DIGEST	2355	278	3.4	11.8	243	*154	2.8	6.5	199	*80	2.2	3.4	155	*233	3.8	9.9	273
GOLF DIGEST/TENNIS (GROSS)	3610	424	5.2	11.7	242	229	4.2	6.3	193	*138	3.8	3.8	174	330	5.4	9.1	252
GOLF MAGAZINE	2046	*232	2.9	11.3	234	*87	1.6	4.3	129	**46	1.3	2.2	103	*158	2.6	7.7	213
GOLF MAGAZINE/SKI (GROSS)	3547	427	5.3	12.0	248	*129	2.3	3.6	111	*116	3.2	3.3	149	*198	3.3	5.6	154
GOOD HOUSEKEEPING	20353	828	10.2	4.1	84	501	9.1	2.5	75	374	10.2	1.8	84	584	9.6	2.9	79
HARPER'S BAZAAR	3362	*202	2.5	6.0	124	**43	0.8	1.3	39	**95	2.6	2.8	129	*130	2.1	3.9	107
HEALTH	2987	*220	2.7	7.4	152	**152	2.8	5.1	155	**42	1.1	1.4	64	*79	1.3	2.6	73
HEARST MAG CORP. BUY (GROSS)	67928	4368	53.7	6.4	133	2432	44.1	3.6	109	1573	42.8	2.3	106	2508	41.2	3.7	102
HEARST MAN POWER (GROSS)	11282	910	11.2	8.1	166	594	10.8	5.3	160	346	9.4	3.1	140	526	8.6	4.7	129
HEARST WOMAN POWER (GROSS)	40514	2182	26.8	5.4	111	1275	23.1	3.1	96	742	20.2	1.8	84	1384	22.8	3.4	94
HOUSE BEAUTIFUL	4885	420	5.2	8.6	177	*208	3.8	4.3	130	*162	4.4	3.3	151	*176	2.9	3.6	99
INC.	1308	*215	2.6	16.4	339	**113	2.1	8.6	263	*130	3.5	9.9	454	*89	1.5	6.8	188
JET	6498	549	6.8	8.4	174	214	3.9	3.3	100	*192	5.2	3.0	135	360	5.9	5.5	153
LADIES' HOME JOURNAL	14797	587	7.2	4.0	82	345	6.3	2.3	71	290	7.9	2.0	89	392	6.4	2.6	73
LHJ FAMILY GRP COMBO(GROSS)	21743	1053	12.9	4.8	100	621	11.3	2.9	87	459	12.5	2.1	96	608	10.0	2.8	77
LIFE	9881	701	8.6	7.1	146	476	8.6	4.8	147	416	11.3	4.2	192	503	8.3	5.1	140
L.A. TIMES HOME MAGAZINE	2775	341	4.2	12.3	253	*169	3.1	6.1	185	*136	3.7	4.9	224	*274	4.5	9.9	272
MADMOISELLE	4219	*292	3.6	6.9	143	**105	1.9	2.5	76	*138	3.8	3.3	149	*197	3.2	4.7	129
MC CALL'S	16422	688	8.5	4.2	86	339	6.2	2.1	63	289	7.9	1.8	80	499	8.2	3.0	84
MC CALL'S/MRK MOTHER (GROSS)	17919	845	10.4	4.7	97	416	7.5	2.3	71	343	9.3	1.9	87	580	9.5	3.2	89
MECHANIX ILLUSTRATED	4433	336	4.1	7.6	156	*181	3.3	4.1	124	**143	3.9	3.2	147	300	4.9	6.8	187
METROPOLITAN HOME	1504	**131	1.6	8.7	180	**65	1.2	4.3	132	**93	2.5	6.2	282	**41	0.7	2.7	75
MONEY	4723	513	6.3	10.9	224	320	5.8	6.8	206	245	6.7	5.2	237	340	5.6	7.2	199
MOTHER EARTH NEWS	2325	*193	2.4	8.3	171	**94	1.7	4.0	123	**38	1.0	1.6	75	**104	1.7	4.5	123
MS.	1189	**152	1.9	12.8	264	**28	0.5	2.4	72	**32	0.9	2.7	123	**62	1.0	5.2	144
NATIONAL ENQUIRER	18892	685	8.4	3.6	75	513	9.3	2.7	83	*176	4.8	0.9	43	536	8.8	2.8	78
NATIONAL GEOGRAPHIC	22129	1689	20.8	7.6	157	1032	18.7	4.7	142	910	24.8	4.1	188	1259	20.7	5.7	157
NATIONAL SUNDAY MAGAZINE PKG	103750	5687	69.9	5.5	113	3761	68.2	3.6	110	2729	74.3	2.6	120	4318	71.0	4.2	115
NATURAL HISTORY	1379	**128	1.6	9.3	191	**47	0.9	3.4	104	**98	2.7	7.1	324	**83	1.4	6.0	166
NEW WOMAN	2289	**159	2.0	6.9	143	**62	1.1	2.7	82	**57	1.6	2.5	114	**111	1.8	4.8	134
NEW YORK INCLUDING CUE	1088	*160	2.0	14.7	303	**60	1.1	5.5	168	*74	2.0	6.8	310	**30	0.5	2.8	76
THE NEW YORKER	2459	343	4.2	13.9	288	*143	2.6	5.8	177	210	5.7	8.5	390	*167	2.7	6.8	187
NEWSWEEK	16527	1387	17.1	8.4	173	763	13.8	4.6	140	721	19.6	4.4	199	1127	18.5	6.8	188
THE N.Y. TIMES DAILY EDITION	2739	472	5.8	17.2	355	208	3.8	7.6	231	249	6.8	9.1	415	275	4.5	10.0	277
THE N.Y. TIMES MAGAZINE	4443	604	7.4	13.6	280	252	4.6	5.7	173	394	10.7	8.9	405	415	6.8	9.3	258
OMNI	2799	380	4.7	13.6	280	*241	4.4	8.6	262	**79	2.1	2.8	129	*105	1.7	3.8	103
ON CABLE	2209	*189	2.3	8.6	176	**90	1.6	4.1	124	**47	1.3	2.1	97	**61	1.0	2.8	76
1001 HOME IDEAS	3959	*245	3.0	6.2	128	**124	2.2	3.1	95	**126	3.4	3.2	145	*136	2.2	3.4	95
ORGANIC GARDENING	3111	*165	2.0	5.3	109	**121	2.2	3.9	118	**57	1.6	1.8	84	**108	1.8	3.5	96
OUTDOOR LIFE	5024	316	3.9	6.3	130	*208	3.8	4.1	126	**61	1.7	1.2	55	*228	3.7	4.5	125
PARADE MAGAZINE	51292	3068	37.7	6.0	123	1869	33.9	3.6	111	1556	42.3	3.0	138	2296	37.8	4.5	123

	TOTAL U.S. '000	CHIVAS REGAL				CUTTY SARK				DEMARS WHITE LABEL				J & B			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	8132	100.0	4.8	100	5512	100.0	3.3	100	3675	100.0	2.2	100	6082	100.0	3.6	100
PARENTS	5298	294	3.6	5.5	114	*110	2.0	2.1	63	**106	2.9	2.0	91	*173	2.8	3.3	90
PENTHOUSE	5129	474	5.8	9.2	191	*201	3.6	3.9	119	*225	6.1	4.4	200	*262	4.3	5.1	141
PEOPLE	21070	1277	15.7	6.1	125	798	14.5	3.8	115	630	17.1	3.0	136	830	13.6	3.9	109
PLAYBOY	10562	1012	12.4	9.6	198	469	8.5	4.4	135	323	8.8	3.1	140	554	9.1	5.2	145
POPULAR HOT RODDING	2498	*272	3.3	10.9	225	**130	2.4	5.2	158	**110	3.0	4.4	201	**63	1.0	2.5	70
POPULAR MECHANICS	5887	481	5.9	8.2	169	336	6.1	5.7	174	*194	5.3	3.3	150	288	4.7	4.9	135
POPULAR SCIENCE	4317	449	5.5	10.4	215	298	5.4	6.9	210	*204	5.6	4.7	216	292	4.8	6.8	187
PREVENTION	5792	380	4.7	6.6	135	*163	3.0	2.8	86	*161	4.4	2.8	127	*232	3.8	4.0	110
PSYCHOLOGY TODAY	3284	496	6.1	15.1	312	*176	3.2	5.4	163	*101	2.7	3.1	140	*188	3.1	5.7	158
READER'S DIGEST	40046	2005	24.7	5.0	103	1445	26.2	3.6	110	891	24.2	2.2	102	1431	23.5	3.6	99
REDBOOK	9584	628	7.7	6.6	135	349	6.3	3.6	111	*131	3.6	1.4	62	260	4.3	2.7	75
ROAD & TRACK	2590	355	4.4	13.7	283	**104	1.9	4.0	122	*71	1.9	2.7	125	*160	2.6	6.2	170
ROLLING STONE	3302	383	4.7	11.6	239	*284	5.2	8.6	262	**108	2.9	3.3	149	*143	2.4	4.3	119
RUNNER'S WORLD	1229	**166	2.0	13.5	279	**87	1.6	7.1	215	*226	0.7	2.1	97	*333	0.5	2.7	74
SATURDAY EVENING POST	2110	*164	2.0	7.8	160	*96	1.7	4.5	138	*77	2.1	3.6	167	*146	2.4	6.9	191
SCIENCE 84	1543	*177	2.2	11.5	237	**125	2.3	8.1	247	*70	1.9	4.5	207	**111	1.8	7.2	198
SCIENCE DIGEST	1747	**154	1.9	8.8	182	**87	1.6	5.0	152	*50	1.4	2.9	131	*61	1.0	3.5	96
SCIENTIFIC AMERICAN	1994	*272	3.3	13.6	281	*136	2.5	6.8	208	*147	4.0	7.4	336	*259	4.3	13.0	358
SELF	3119	*237	2.9	7.6	157	**95	1.7	3.0	93	*62	1.7	2.0	91	*163	2.7	5.2	144
SEVENTEEN	3923	*231	2.8	5.9	121	*96	1.7	2.4	74	*70	1.9	1.8	81	*87	1.4	2.2	61
SKI	1501	*195	2.4	13.0	268	**43	0.8	2.9	87	*70	1.9	4.7	213	**40	0.7	2.7	73
SMITHSONIAN	5976	594	7.3	9.9	205	359	6.5	6.0	183	388	10.6	6.5	296	352	5.8	5.9	162
SOAP OPERA DIGEST	4228	*299	3.7	7.1	146	**124	2.2	2.9	89	**49	1.3	1.2	53	*194	3.2	4.6	127
SOUTHERN LIVING	6488	476	5.9	7.3	151	258	4.7	4.0	121	*120	3.3	1.8	84	245	4.0	3.8	104
SPORT	3500	301	3.7	8.6	177	*111	2.0	3.2	97	**83	2.3	2.4	108	*138	2.3	3.9	109
THE SPORTING NEWS	2456	*179	2.2	7.3	150	*127	2.3	5.2	157	*47	1.3	1.9	87	*104	1.7	4.2	117
SPORTS AFIELD	3648	*276	3.4	7.6	156	*171	3.1	4.7	143	**102	2.8	2.8	128	*177	2.9	4.9	134
SPORTS ILLUSTRATED	14484	1130	13.9	7.8	161	763	13.8	5.3	160	539	14.7	3.7	170	663	10.9	4.6	126
STAR	12661	513	6.3	4.1	84	420	7.6	3.3	101	*241	6.6	1.9	87	293	4.8	2.3	64
SUNDAY	52799	3127	38.5	5.9	122	1925	34.9	3.6	111	1577	42.9	3.0	136	2417	39.7	4.6	126
SUNSET	3513	*389	4.8	11.1	228	*224	4.1	6.4	194	*190	5.2	5.4	247	*255	4.2	7.3	200
TV GUIDE	42766	2240	27.5	5.2	108	1380	25.0	3.2	98	883	24.0	2.1	94	1377	22.6	3.2	89
TENNIS	1254	**146	1.8	11.6	240	**75	1.4	6.0	182	*58	1.6	4.6	211	**96	1.6	7.7	211
TIME	22054	1792	22.0	8.1	168	932	16.9	4.2	129	927	25.2	4.2	192	1216	20.0	5.5	152
TOWN & COUNTRY	1555	*182	2.2	11.7	241	*94	1.7	6.0	184	*76	2.1	4.9	223	*65	1.1	4.2	115
TRAVEL & LEISURE	2173	*243	3.0	11.2	231	255	4.6	11.7	357	*174	4.7	8.0	365	*112	1.8	5.2	142
TRUE STORY	4636	**164	2.0	3.5	73	*86	1.6	1.9	56	*37	1.0	0.8	36	*55	0.9	1.2	33
U.S. NEWS & WORLD REPORT	10353	839	10.3	8.1	167	598	10.8	5.8	176	418	11.4	4.0	184	558	9.2	5.4	149
USA TODAY	4994	485	6.0	9.7	200	234	4.2	4.7	143	*150	4.1	3.0	137	351	5.8	7.0	194
US	3528	*297	3.7	8.4	174	*212	3.8	6.0	183	**108	2.9	3.1	140	*141	2.3	4.0	110
VOGUE	5424	313	3.8	5.8	119	**82	1.5	1.5	46	*151	4.1	2.8	127	*156	2.6	2.9	79
WALL STREET JOURNAL	6292	885	10.9	14.1	290	544	9.9	8.6	263	399	10.9	6.3	289	661	10.9	10.5	290
WEIGHT WATCHERS	2762	*132	1.6	4.8	99	*94	1.7	3.4	104	**23	0.6	0.8	38	**120	2.0	4.3	120
WOMAN'S DAY	16320	719	8.8	4.4	91	415	7.5	2.5	77	314	8.5	1.9	88	536	8.8	3.3	91
WORKING MOTHER	1496	**157	1.9	10.5	216	**77	1.4	5.1	157	**54	1.5	3.6	165	**81	1.3	5.4	149
WORKING WOMAN	1851	*173	2.1	9.3	193	**48	0.9	2.6	79	**43	1.2	2.3	106	**57	0.9	3.1	85
WORLD TENNIS	580	**135	1.7	23.3	480	**49	0.9	8.4	257	*37	1.0	6.4	291	*58	1.0	10.0	276
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1475	18.1	11.9	245	642	11.6	5.2	157	485	13.2	3.9	178	632	10.4	5.1	140
BLAIR INSERTS	91671	5485	67.4	6.0	123	3423	62.1	3.7	114	2739	74.5	3.0	136	4022	66.1	4.4	121
DAILY NEWSPAPERS	109190	6002	73.8	5.5	113	3932	71.3	3.6	110	2782	75.7	2.5	116	4346	71.5	4.0	110
READ ANY	89587	4282	52.7	4.8	99	2870	52.1	3.2	97	1962	53.4	2.2	100	3252	53.5	3.6	100
READ ONE	19602	1720	21.2	8.8	181	1062	19.3	5.4	165	820	22.3	4.2	191	1093	18.0	5.6	154
READ TWO OR MORE																	
WEEKEND/SUNDAY NEWSPAPERS	109661	6111	75.1	5.6	115	3925	71.2	3.6	109	2942	80.1	2.7	122	4576	75.2	4.2	115
READ ANY	95074	4809	59.1	5.1	104	3046	55.3	3.2	97	2240	61.0	2.4	108	3615	59.4	3.8	105
READ ONE	14588	1302	16.0	8.9	184	878	15.9	6.0	183	702	19.1	4.8	220	961	15.8	6.6	182
READ TWO OR MORE																	
OUTDOOR	28.80	30.31				31.63				30.75				33.05			
100 SHWG - 30 DAY AV FREQ	149706	7347	90.3	4.9	101	4945	89.7	3.3	101	3373	91.8	2.3	103	5428	89.2	3.6	100
30 DAY REACH	15.16	15.72				16.55				15.91				17.18			
50 SHWG - 30 DAY AV FREQ	142406	7082	87.1	5.0	103	4740	86.0	3.3	101	3265	88.8	2.3	105	5244	86.2	3.7	102
30 DAY REACH	8.23	8.48				8.79				8.62				9.29			
25 SHWG - 30 DAY AV FREQ	131152	6589	81.0	5.0	104	4485	81.4	3.4	104	3013	82.0	2.3	105	4866	80.0	3.7	102
30 DAY REACH																	
CABLE TV: HOME WIRED	66879	3646	44.8	5.5	112	2366	42.9	3.5	108	1660	45.2	2.5	113	2680	44.1	4.0	111
HOME NOT WIRED	100848	4486	55.2	4.4	92	3146	57.1	3.1	95	2015	54.8	2.0	91	3402	55.9	3.4	93
HAVE PAY CABLE	35024	2020	24.8	5.8	119	1239	22.5	3.5	108	1046	28.5	3.0	136	1413	23.2	4.0	111

	TOTAL U.S. '000	JOHNNIE WALKER BLACK				JOHNNIE WALKER RED				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX								
TOTAL ADULTS	167727	4007	100.0	2.4	100	4241	100.0	2.5	100								
MALES	79263	2578	64.3	3.3	136	2745	64.7	3.5	137								
FEMALES	88464	1428	35.6	1.6	68	1496	35.3	1.7	67								
18 - 24	28671	*542	13.5	1.9	79	764	18.0	2.7	105								
25 - 34	39536	1145	28.6	2.9	121	1144	27.0	2.9	114								
35 - 44	28978	763	19.0	2.6	110	941	22.2	3.2	128								
45 - 54	22345	555	13.9	2.5	104	591	13.9	2.6	105								
55 - 64	22224	510	12.7	2.3	96	474	11.2	2.1	84								
65 OR OLDER	25973	491	12.3	1.9	79	*326	7.7	1.3	50								
18 - 34	68207	1687	42.1	2.5	104	1909	45.0	2.8	111								
18 - 49	108058	2750	68.6	2.5	107	3181	75.0	2.9	116								
25 - 54	90859	2464	61.5	2.7	114	2676	63.1	2.9	116								
35 - 49	39851	1063	26.5	2.7	112	1272	30.0	3.2	126								
50 OR OLDER	59669	1256	31.3	2.1	88	1060	25.0	1.8	70								
GRADUATED COLLEGE	28091	1263	31.5	4.5	188	1134	26.7	4.0	160								
ATTENDED COLLEGE	28938	778	19.4	2.7	113	972	22.9	3.4	133								
GRADUATED HIGH SCHOOL	65503	1303	32.5	2.0	83	1367	32.2	2.1	83								
DID NOT GRADUATE HIGH SCHOOL	*5195	662	16.5	1.5	61	767	18.1	1.7	67								
EMPLOYED MALES	56429	1905	47.5	3.4	141	2069	48.8	3.7	145								
EMPLOYED FEMALES	43971	714	17.8	1.6	68	967	22.8	2.2	87								
EMPLOYED FULL-TIME	87773	2349	58.6	2.7	112	2788	65.7	3.2	126								
EMPLOYED PART-TIME	12627	**270	6.7	2.1	90	**248	5.8	2.0	78								
NOT EMPLOYED	67327	1388	34.6	2.1	86	1205	28.4	1.8	71								
PROFESSIONAL/MANAGER	25845	1097	27.4	4.2	178	1079	25.4	4.2	165								
TECH/CLERICAL/SALES	30895	738	18.4	2.4	100	926	21.8	3.0	119								
PRECISION/CRAFT	12629	*234	5.8	1.9	78	*321	7.6	2.5	101								
OTHER EMPLOYED	31031	550	13.7	1.8	74	710	16.7	2.3	90								
SINGLE	35557	1110	27.7	3.1	131	1131	26.7	3.2	126								
MARRIED	103585	2391	59.7	2.3	97	2439	57.5	2.4	93								
DIVORCED/SEPARATED/WIDOWED	28585	505	12.6	1.8	74	670	15.8	2.3	93								
PARENTS	59295	1214	30.3	2.0	86	1476	34.8	2.5	98								
WHITE	146081	3385	84.5	2.3	97	3406	80.3	2.3	92								
BLACK	17974	435	10.9	2.4	101	745	17.6	4.1	164								
OTHER	3672	**186	4.6	5.1	212	**90	2.1	2.5	97								
NORTHEAST-CENSUS	37005	1354	33.8	3.7	153	1242	29.3	3.4	133								
NORTH CENTRAL	42642	642	16.0	1.5	63	1049	24.7	2.5	97								
SOUTH	56777	1128	28.2	2.0	83	1092	25.7	1.9	76								
WEST	31303	882	22.0	2.8	118	858	20.2	2.7	108								
NORTHEAST-MKTG.	38125	1432	35.7	3.8	157	1244	29.3	3.3	129								
EAST CENTRAL	24794	*316	7.9	1.3	53	489	11.5	2.0	78								
WEST CENTRAL	28511	511	12.8	1.8	75	794	18.7	2.8	110								
SOUTH	48953	922	23.0	1.9	79	928	21.9	1.9	75								
PACIFIC	27344	826	20.6	3.0	126	785	18.5	2.9	114								
COUNTY SIZE A	69301	2281	56.9	3.3	138	2362	55.7	3.4	135								
COUNTY SIZE B	50633	1085	27.1	2.1	90	1186	28.0	2.3	93								
COUNTY SIZE C	26259	*460	11.5	1.8	73	*457	10.8	1.7	69								
COUNTY SIZE D	21534	**180	4.5	0.8	35	**235	5.5	1.1	43								
METRO CENTRAL CITY	50014	1511	37.7	3.0	126	1697	40.0	3.4	134								
METRO SUBURBAN	76832	1923	48.0	2.5	105	2049	48.3	2.7	105								
NON METRO	40881	572	14.3	1.4	59	495	11.7	1.2	48								
TOP 5 ADI'S	39550	1596	39.8	4.0	169	1507	35.5	3.8	151								
TOP 10 ADI'S	54877	1932	48.2	3.5	147	1886	44.5	3.4	136								
TOP 20 ADI'S	77516	2551	63.7	3.3	138	2599	61.3	3.4	133								
HSHLD INC. \$50,000 OR MORE	17257	711	17.7	4.1	172	685	16.2	4.0	157								
\$40,000 OR MORE	33235	1302	32.5	3.9	164	1209	28.5	3.6	144								
\$30,000 OR MORE	59693	2011	50.2	3.4	141	2018	47.6	3.4	134								
\$25,000 OR MORE	76275	2437	60.8	3.2	134	2418	57.0	3.2	125								
\$20,000 - \$24,999	18607	*257	6.4	1.4	58	*402	9.5	2.2	85								
\$15,000 - \$19,999	17175	*307	7.7	1.8	75	409	9.6	2.4	94								
\$10,000 - \$14,999	24569	522	13.0	2.1	89	663	15.6	2.7	107								
UNDER \$10,000	31101	484	12.1	1.6	65	*349	8.2	1.1	44								
HOUSEHOLD OF 1 PERSON	19441	517	12.9	2.7	111	561	13.2	2.9	114								
2 PEOPLE	51803	1440	35.9	2.8	116	1355	31.9	2.6	103								
3 OR 4 PEOPLE	66933	1341	33.5	2.0	84	1540	36.3	2.3	91								
5 OR MORE PEOPLE	29550	708	17.7	2.4	100	785	18.5	2.7	105								
NO CHILD IN HSHLD	96587	2500	62.4	2.6	108	2560	60.4	2.7	105								
CHILD(REN) UNDER 2 YRS	10844	**192	4.8	1.8	74	*288	6.8	2.7	105								
2 - 5 YEARS	26358	*428	10.7	1.6	68	580	13.7	2.2	87								
6 - 11 YEARS	30453	703	17.5	2.3	97	644	15.2	2.1	84								
12 - 17 YEARS	36575	907	22.6	2.5	104	877	20.7	2.4	95								
RESIDENCE OWNED	117770	2633	65.7	2.2	94	2687	63.4	2.3	90								
VALUE: \$50,000 OR MORE	70166	1914	47.8	2.7	114	1938	45.7	2.8	109								
VALUE: UNDER \$50,000	47604	719	17.9	1.5	63	749	17.7	1.6	62								

		TOTAL U.S. '000	JOHNNIE WALKER BLACK				JOHNNIE WALKER RED				A	B	C	D	A	B	C	D
			A	B	C	D	A	B	C	D	%	%	%	%	%	%	%	%
			'000	DOWN	%	ACROSS	'000	DOWN	%	ACROSS	'000	DOWN	%	ACROSS	'000	DOWN	%	ACROSS
						INDX				INDX				INDX				INDX
TOTAL ADULTS		167727	4007	100.0		2.4 100	4241	100.0		2.5 100								
MAGAZINES	QUINTILE 1	34022	1076	26.9		3.2 132	1192	28.1		3.5 139								
	QUINTILE 2	34800	849	21.2		2.4 102	1039	24.5		3.0 118								
	QUINTILE 3	30514	715	17.8		2.3 98	724	17.1		2.4 94								
	QUINTILE 4	33324	728	18.2		2.2 91	670	15.8		2.0 80								
	QUINTILE 5	35066	639	15.9		1.8 76	616	14.5		1.8 69								
NEWSPAPERS	QUINTILE 1	29107	1157	28.9		4.0 166	1247	29.4		4.3 169								
	QUINTILE 2	49095	1315	32.8		2.7 112	1122	26.5		2.3 90								
	QUINTILE 3	23107	418	10.4		1.8 76	503	11.9		2.2 86								
	QUINTILE 4	33596	526	13.1		1.6 66	716	16.9		2.1 84								
	QUINTILE 5	32863	591	14.7		1.8 75	653	15.4		2.0 79								
OUTDOOR	QUINTILE 1	33431	892	22.3		2.7 112	1040	24.5		3.1 123								
	QUINTILE 2	33478	630	15.7		1.9 79	869	20.5		2.6 103								
	QUINTILE 3	33574	777	19.4		2.3 97	832	19.6		2.5 98								
	QUINTILE 4	33935	828	20.7		2.4 102	703	16.6		2.1 82								
	QUINTILE 5	33310	880	22.0		2.6 111	797	18.8		2.4 95								
RADIO-DRIVE TIME	QUINTILE 1	33136	963	24.0		2.9 122	901	21.2		2.7 108								
	QUINTILE 2	31658	867	21.6		2.7 115	885	20.9		2.8 111								
	QUINTILE 3	32541	697	17.4		2.1 90	826	19.5		2.5 100								
	QUINTILE 4	34247	896	22.4		2.6 110	840	19.8		2.5 97								
	QUINTILE 5	36144	582	14.5		1.6 67	789	18.6		2.2 86								
RADIO-MID- DAY	TERCILE 1	45037	1160	28.9		2.6 108	1167	27.5		2.6 102								
	TERCILE 2	44819	1101	27.5		2.5 103	1039	24.5		2.3 92								
	TERCILE 3	77872	1745	43.5		2.2 94	2034	48.0		2.6 103								
RADIO-TOTAL	QUINTILE 1	33763	1035	25.8		3.1 128	859	20.3		2.5 101								
	QUINTILE 2	33240	663	16.5		2.0 83	893	21.1		2.7 106								
	QUINTILE 3	33408	972	24.3		2.9 122	887	20.9		2.7 105								
	QUINTILE 4	34792	844	21.1		2.4 102	923	21.8		2.7 105								
	QUINTILE 5	32524	493	12.3		1.5 63	679	16.0		2.1 83								
TV-PRIME TIME	QUINTILE 1	33090	834	20.8		2.5 106	773	18.2		2.3 92								
	QUINTILE 2	33357	649	16.2		1.9 81	873	20.6		2.6 104								
	QUINTILE 3	33980	905	22.6		2.7 111	969	22.8		2.9 113								
	QUINTILE 4	33854	915	22.8		2.7 113	751	17.7		2.2 88								
	QUINTILE 5	33444	704	17.6		2.1 88	875	20.6		2.6 103								
TV-DAYTIME	TERCILE 1	49121	933	23.3		1.9 80	900	21.2		1.8 72								
	TERCILE 2	48823	888	22.2		1.8 76	1203	28.4		2.5 97								
	TERCILE 3	69782	2185	54.5		3.1 131	2137	50.4		3.1 121								
TV-TOTAL	QUINTILE 1	33584	849	21.2		2.5 106	745	17.6		2.2 88								
	QUINTILE 2	33441	689	17.2		2.1 86	813	19.2		2.4 96								
	QUINTILE 3	33505	611	15.2		1.8 76	764	18.0		2.3 90								
	QUINTILE 4	33466	1037	25.9		3.1 130	978	23.1		2.9 116								
	QUINTILE 5	33731	821	20.5		2.4 102	941	22.2		2.8 110								
MAGAZINES-NEWSPAPERS: DUAL		44503	1517	37.9		3.4 143	1599	37.7		3.6 142								
MAGAZINE IMPERATIVE		39363	691	17.2		1.8 73	920	21.7		2.3 92								
NEWSPAPER IMPERATIVE		46441	1181	29.5		2.5 106	997	23.5		2.1 85								
MAGAZINES-OUTDOOR: DUAL		33726	780	19.5		2.3 97	1121	26.4		3.3 131								
MAGAZINE IMPERATIVE		52846	1612	40.2		3.1 128	1524	35.9		2.9 114								
OUTDOOR IMPERATIVE		52140	1110	27.7		2.1 89	1158	27.3		2.2 88								
MAGAZINES-RADIO: DUAL		37081	944	23.6		2.5 107	1154	27.2		3.1 123								
MAGAZINE IMPERATIVE		49747	1334	33.3		2.7 112	1498	35.3		3.0 119								
RADIO IMPERATIVE		49208	1208	30.1		2.5 103	1033	24.4		2.1 83								
MAGAZINES-TELEVISION: DUAL		33103	850	21.2		2.6 107	888	20.9		2.7 106								
MAGAZINE IMPERATIVE		54575	1500	37.4		2.7 115	1706	40.2		3.1 124								
TELEVISION IMPERATIVE		53249	1025	25.6		1.9 81	1056	24.9		2.0 78								
NEWSPAPERS-OUTDOOR: DUAL		36255	1013	25.3		2.8 117	1168	27.5		3.2 127								
NEWSPAPER IMPERATIVE		55591	1718	42.9		3.1 129	1452	34.2		2.6 103								
OUTDOOR IMPERATIVE		48319	817	20.4		1.7 71	1152	27.2		2.4 94								
NEWSPAPERS-RADIO: DUAL		37242	1327	33.1		3.6 149	1019	24.0		2.7 108								
NEWSPAPER IMPERATIVE		54423	1474	36.8		2.7 113	1634	38.5		3.0 119								
RADIO IMPERATIVE		46650	764	19.1		1.6 69	1033	24.4		2.2 88								
NEWSPAPERS-TELEVISION: DUAL		35974	1031	25.7		2.9 120	1002	23.6		2.8 110								
NEWSPAPER IMPERATIVE		56095	1699	42.4		3.0 127	1717	40.5		3.1 121								
TELEVISION IMPERATIVE		47170	708	17.7		1.5 63	862	20.3		1.8 72								
OUTDOOR-RADIO: DUAL		33748	798	19.9		2.4 99	919	21.7		2.7 108								
OUTDOOR IMPERATIVE		52785	1148	28.6		2.2 91	1447	34.1		2.7 108								
RADIO IMPERATIVE		52882	1436	35.8		2.7 114	1220	28.8		2.3 91								
OUTDOOR-TELEVISION: DUAL		32030	690	17.2		2.2 90	756	17.8		2.4 93								
OUTDOOR IMPERATIVE		54626	1285	32.1		2.4 98	1659	39.1		3.0 120								
TELEVISION IMPERATIVE		54874	1285	32.1		2.3 98	1187	28.0		2.2 86								
RADIO-TELEVISION: DUAL		33386	800	20.0		2.4 100	693	16.3		2.1 82								
RADIO IMPERATIVE		53810	1534	38.3		2.9 119	1622	38.2		3.0 119								
TELEVISION IMPERATIVE		54023	1135	28.3		2.1 88	1275	30.1		2.4 93								

	TOTAL U.S. '000	JOHNNIE WALKER BLACK				JOHNNIE WALKER RED				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX								
TOTAL ADULTS	167727	4007	100.0	2.4	100	4241	100.0	2.5	100								
ATLANTIC MONTHLY	867	**54	1.3	6.2	261	**48	1.1	5.5	219								
BARRON'S	1580	**79	2.0	5.0	209	**104	2.5	6.6	260								
BETTER HOMES & GARDENS	22203	433	10.8	2.0	82	512	12.1	2.3	91								
BON APPETIT	3810	*176	4.4	4.6	193	*97	2.3	2.5	101								
BUSINESS WEEK	4663	*258	6.4	5.5	232	*184	4.3	3.9	156								
CAR AND DRIVER	3102	**114	2.8	3.7	154	**90	2.1	2.9	115								
CBS MAGAZINE NETWORK (GROSS)	7311	*227	5.7	3.1	130	363	8.6	5.0	196								
CHANGING TIMES	3400	**150	3.7	4.4	185	**104	2.5	3.1	121								
COLONIAL HOMES	1796	**66	1.6	3.7	154	**52	1.2	2.9	115								
CONDE NAST MAG. PKG. (GROSS)	19924	354	8.8	1.8	74	490	11.6	2.5	97								
CONSUMERS DIGEST	3125	**144	3.6	4.6	193	**129	3.0	4.1	163								
COSMOPOLITAN	10577	235	5.9	2.2	93	368	8.7	3.5	138								
COUNTRY LIVING	3746	**61	1.5	1.6	68	**47	1.1	1.3	50								
CUISINE	2214	*80	2.0	3.6	151	*101	2.4	4.6	180								
CYCLE WORLD	2394	**35	0.9	1.5	61	**53	1.2	2.2	88								
DCI:CREATIVE IDEAS FOR LIV	3068	**46	1.1	1.5	63	**35	0.8	1.1	45								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*205	5.1	2.1	90	*219	5.2	2.3	91								
DISCOVER	2277	**73	1.8	3.2	134	*110	2.6	4.8	191								
EBONY	7187	*168	4.2	2.3	98	314	7.4	4.4	173								
ESQUIRE	2560	**86	2.1	3.4	141	*104	2.5	4.1	161								
ESSENCE	3242	**86	2.1	2.7	111	**102	2.4	3.1	124								
FAMILY CIRCLE	19639	318	7.9	1.6	68	416	9.8	2.1	84								
THE FAMILY HANDYMAN	3540	*133	3.3	3.8	157	*111	2.6	3.1	124								
FAMILY WEEKLY	23924	325	8.1	1.4	57	316	7.5	1.3	52								
FIELD & STREAM	9883	*166	4.1	1.7	70	*246	5.8	2.5	98								
FOOD & WINE	1030	**31	0.8	3.0	126	**57	1.3	5.5	219								
FORBES	2679	*199	5.0	7.4	311	*190	4.5	7.1	280								
FORTUNE	2931	*238	5.9	8.1	340	*204	4.8	7.0	275								
GENTLEMEN'S QUARTERLY	3481	**157	3.9	4.5	189	*162	3.8	4.7	184								
GLAMOUR	7163	**84	2.1	1.2	49	*150	3.5	2.1	83								
GOLF DIGEST	2355	*120	3.0	5.1	213	**78	1.8	3.3	131								
GOLF DIGEST/TENNIS (GROSS)	3610	*150	3.7	4.2	174	*101	2.4	2.8	111								
GOLF MAGAZINE	2046	**106	2.6	5.2	217	**55	1.3	2.7	106								
GOLF MAGAZINE/SKI (GROSS)	3547	*128	3.2	3.6	151	**88	2.1	2.5	98								
GOOD HOUSEKEEPING	20353	293	7.3	1.4	60	325	7.7	1.6	63								
HARPER'S BAZAAR	3362	**35	0.9	1.0	44	**91	2.1	2.7	107								
HEALTH	2987	**57	1.4	1.9	80	**67	1.6	2.2	89								
HEARST MAG CORP. BUY (GROSS)	67928	1417	35.4	2.1	87	1796	42.3	2.6	105								
HEARST MAN POWER (GROSS)	11282	302	7.5	2.7	112	379	8.9	3.4	133								
HEARST WOMAN POWER (GROSS)	40514	722	18.0	1.8	75	923	21.8	2.3	90								
HOUSE BEAUTIFUL	4885	*195	4.9	4.0	167	*202	4.8	4.1	164								
INC.	1308	**124	3.1	9.5	397	*153	3.6	11.7	463								
JET	6498	*158	3.9	2.4	102	281	6.6	4.3	171								
LADIES' HOME JOURNAL	14797	*170	4.2	1.1	48	268	6.3	1.8	72								
LHJ FAMILY GRP COMBO(GROSS)	21743	351	8.8	1.6	68	433	10.2	2.0	79								
LIFE	9881	286	7.1	2.9	121	336	7.9	3.4	134								
L.A. TIMES HOME MAGAZINE	2775	*149	3.7	5.4	225	*147	3.5	5.3	210								
MADMOISELLE	4219	**100	2.5	2.4	99	**128	3.0	3.0	120								
MC CALL'S	16422	291	7.3	1.8	74	290	6.8	1.8	70								
MC CALL'S/WRK MOTHER (GROSS)	17919	298	7.4	1.7	70	368	8.7	2.1	81								
MECHANIX ILLUSTRATED	4433	**112	2.8	2.5	106	**118	2.8	2.7	105								
METROPOLITAN HOME	1504	**76	1.9	5.1	212	**94	2.2	6.3	247								
MONEY	4723	256	6.4	5.4	227	292	6.9	6.2	245								
MOTHER EARTH NEWS	2325	**38	0.9	1.6	68	**57	1.3	2.5	97								
MS.	1189	**44	1.1	3.7	155	**47	1.1	4.0	156								
NATIONAL ENQUIRER	18892	201	5.0	1.1	45	304	7.2	1.6	64								
NATIONAL GEOGRAPHIC	22129	764	19.1	3.5	145	785	18.5	3.5	140								
NATIONAL SUNDAY MAGAZINE PKG	103750	2777	69.3	2.7	112	2866	67.6	2.8	109								
NATURAL HISTORY	1379	**43	1.1	3.1	131	**70	1.7	5.1	201								
NEW WOMAN	2289	**21	0.5	0.9	38	**54	1.3	2.4	93								
NEW YORK INCLUDING CUE	1088	**58	1.4	5.3	223	**81	1.9	7.4	294								
THE NEW YORKER	2459	*131	3.3	5.3	223	*146	3.4	5.9	235								
NEWSWEEK	16527	635	15.8	3.8	161	685	16.2	4.1	164								
THE N.Y. TIMES DAILY EDITION	2739	322	8.0	11.8	492	259	6.1	9.5	374								
THE N.Y. TIMES MAGAZINE	4443	385	9.6	8.7	363	309	7.3	7.0	275								
OMNI	2799	*118	2.9	4.2	176	*126	3.0	4.5	178								
ON CABLE	2209	**27	0.7	1.2	51	**69	1.6	3.1	124								
1001 HOME IDEAS	3959	*124	3.1	3.1	131	**98	2.3	2.5	98								
ORGANIC GARDENING	3111	**61	1.5	2.0	82	**46	1.1	1.5	58								
OUTDOOR LIFE	5024	**109	2.7	2.2	91	*152	3.6	3.0	120								
PARADE MAGAZINE	51292	1496	37.3	2.9	122	1564	36.9	3.0	121								

	TOTAL U.S. '000	JOHNNIE WALKER BLACK				JOHNNIE WALKER RED				A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX								
TOTAL ADULTS	167727	4007	100.0	2.4	100	4241	100.0	2.5	100								
PARENTS	5298	**79	2.0	1.5	62	**109	2.6	2.1	81								
PENTHOUSE	5129	*156	3.9	3.0	127	*222	5.2	4.3	171								
PEOPLE	21070	490	12.2	2.3	97	650	15.3	3.1	122								
PLAYBOY	10562	383	9.6	3.6	152	380	9.0	3.6	142								
POPULAR HOT RODDING	2498	**82	2.0	3.3	137	**117	2.8	4.7	185								
POPULAR MECHANICS	5887	*144	3.6	2.4	102	*192	4.5	3.3	129								
POPULAR SCIENCE	4317	*142	3.5	3.3	138	*156	3.7	3.6	143								
PREVENTION	5792	**114	2.8	2.0	82	*126	3.0	2.2	86								
PSYCHOLOGY TODAY	3284	*88	2.2	2.7	112	*117	2.8	3.6	141								
READER'S DIGEST	40046	774	19.3	1.9	81	856	20.2	2.1	85								
REDBOOK	9584	*195	4.9	2.0	85	*230	5.4	2.4	95								
ROAD & TRACK	2590	**128	3.2	4.9	207	**72	1.7	2.8	110								
ROLLING STONE	3302	**99	2.5	3.0	125	**83	2.0	2.5	99								
RUNNER'S WORLD	1229	**37	0.9	3.0	126	**27	0.6	2.2	87								
SATURDAY EVENING POST	2110	**86	2.1	4.1	171	**56	1.3	2.7	105								
SCIENCE 84	1543	**29	0.7	1.9	79	**35	0.8	2.3	90								
SCIENCE DIGEST	1747	**77	1.9	4.4	184	**48	1.1	2.7	109								
SCIENTIFIC AMERICAN	1994	*145	3.6	7.3	304	**83	2.0	4.2	165								
SELF	3119	**41	1.0	1.3	55	**55	1.3	1.8	70								
SEVENTEEN	3923	**54	1.3	1.4	58	**82	1.9	2.1	83								
SKI	1501	**22	0.5	1.5	61	**33	0.8	2.2	87								
SMITHSONIAN	5976	372	9.3	6.2	261	209	4.9	3.5	138								
SOAP OPERA DIGEST	4228	**34	0.8	0.8	34	**107	2.5	2.5	100								
SOUTHERN LIVING	6488	*159	4.0	2.5	103	*184	4.3	2.8	112								
SPORT	3500	**80	2.0	2.3	96	*111	2.6	3.2	125								
THE SPORTING NEWS	2456	**63	1.6	2.6	107	**71	1.7	2.9	114								
SPORTS AFIELD	3648	**80	2.0	2.2	92	*139	3.3	3.8	151								
SPORTS ILLUSTRATED	14484	415	10.4	2.9	120	509	12.0	3.5	139								
STAR	12661	228	5.7	1.8	75	278	6.6	2.2	87								
SUNDAY	52799	1557	38.9	2.9	123	1705	40.2	3.2	128								
SUNSET	3513	**156	3.9	4.4	186	**85	2.0	2.4	96								
TV GUIDE	42766	830	20.7	1.9	81	1001	23.6	2.3	93								
TENNIS	1254	**30	0.7	2.4	100	**23	0.5	1.8	73								
TIME	22054	774	19.3	3.5	147	884	20.8	4.0	159								
TOWN & COUNTRY	1555	**26	0.6	1.7	70	**76	1.8	4.9	193								
TRAVEL & LEISURE	2173	*124	3.1	5.7	239	**119	2.8	5.5	217								
TRUE STORY	4636	**21	0.5	0.5	19	**74	1.7	1.6	63								
U.S. NEWS & WORLD REPORT	10353	398	9.9	3.8	161	420	9.9	4.1	160								
USA TODAY	4994	*187	4.7	3.7	157	*192	4.5	3.8	152								
US	3528	**111	2.8	3.1	132	**177	4.2	5.0	198								
VOGUE	5424	*129	3.2	2.4	100	*157	3.7	2.9	114								
WALL STREET JOURNAL	6292	364	9.1	5.8	242	299	7.1	4.8	188								
WEIGHT WATCHERS	2762	**57	1.4	2.1	86	**45	1.1	1.6	64								
WOMAN'S DAY	16320	265	6.6	1.6	68	302	7.1	1.9	73								
WORKING MOTHER	1496	**7	0.2	0.5	20	**79	1.9	5.3	209								
WORKING WOMAN	1851	**65	1.6	3.5	147	**90	2.1	4.9	192								
WORLD TENNIS	580	**4	0.1	0.7	29	**26	0.6	4.5	177								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	480	12.0	3.9	162	520	12.3	4.2	166								
BLAIR INSERTS	91671	2809	70.1	3.1	128	2845	67.1	3.1	123								
DAILY NEWSPAPERS	109190	2957	73.8	2.7	113	3022	71.3	2.8	109								
READ ANY	89587	2076	51.8	2.3	97	2206	52.0	2.5	97								
READ ONE	19602	882	22.0	4.5	188	815	19.2	4.2	164								
READ TWO OR MORE																	
WEEKEND/SUNDAY NEWSPAPERS	109661	3023	75.4	2.8	115	3070	72.4	2.8	111								
READ ANY	95074	2385	59.5	2.5	105	2353	55.5	2.5	98								
READ ONE	14588	639	15.9	4.4	183	717	16.9	4.9	194								
READ TWO OR MORE																	
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.38				30.73											
30 DAY REACH	149706	3480	86.8	2.3	97	3758	88.6	2.5	99								
50 SHWG - 30 DAY AV FREQ	15.16	16.13				16.06											
30 DAY REACH	142406	3272	81.7	2.3	96	3590	84.6	2.5	100								
25 SHWG - 30 DAY AV FREQ	8.23	8.97				8.76											
30 DAY REACH	131152	2966	74.0	2.3	95	3302	77.9	2.5	100								
CABLE TV: HOME WIRED	66879	1449	36.2	2.2	91	1780	42.0	2.7	105								
HOME NOT WIRED	100848	2558	63.8	2.5	106	2461	58.0	2.4	97								
HAVE PAY CABLE	35024	958	23.9	2.7	114	1129	26.6	3.2	127								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PREPARED COCKTAIL MIXES WITH LIQUOR
(BOTTLED OR CANNED)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-17

1A. DO YOU YOURSELF DRINK THEM?

	'000	%	UNWEIGHTED						
YES	15120	9.0	1644						
NO	152607	91.0	17466						
	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	

IF YOU DO

1B. WHICH BRANDS DO YOU DRINK?

ARROW	722	.4	279	.2	354	.2	89	.1	74
CALVERT	1235	.7	654	.4	408	.2	173	.1	140
CLUB	2692	1.6	1516	.9	1022	.6	154	.1	269
COCKTAILS FOR TWO	3059	1.8	1854	1.1	742	.4	463	.3	338
HEREFORD'S COW	1251	.7	405	.2	496	.3	349	.2	148
HEUBLEIN COCKTAILS	2569	1.5	1435	.9	843	.5	291	.2	335
ICE BOX	470	.3	199	.1	203	.1	69	*	46
ICE HOUSE	228	.1	48	*	151	.1	29	*	24
MR. BOSTON	1689	1.0	894	.5	553	.3	242	.1	199
OTHER BRANDS	5136	3.1	4127	2.5	653	.4	356	.2	519
DO NOT KNOW	384	.2							42

IN LAST 7 DAYS

	'000	%	UNWEIGHTED
--	------	---	------------

1C. ABOUT HOW MANY DRINKS OR GLASSES OF
THEM DID YOU HAVE IN THE LAST 7 DAYS
AND HOW MANY DRINKS OR GLASSES DID YOU
HAVE IN THE LAST 30 DAYS?

8 OR MORE	H	649	.4	78
7	H	341	.2	38
5 - 6	H	655	.4	73
3 - 4	H	1232	.7	138
2	H	1879	1.1	252
1	H	2391	1.4	261
NONE	L	7973	4.8	804

IN LAST 30 DAYS

	'000	%	UNWEIGHTED
--	------	---	------------

... AND HOW MANY DRINKS OR GLASSES
DID YOU HAVE IN THE LAST 30 DAYS?

8 OR MORE	1315	.8	148
7	668	.4	72
5 - 6	821	.5	100
3 - 4	2129	1.3	224
2	2385	1.4	288
1	2584	1.5	266
NONE	5218	3.1	546

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	15120	100.0	9.0	100	7147	100.0	4.3	100	7973	100.0	4.8	100				
MALES	79263	6778	44.8	8.6	95	3504	49.0	4.4	104	3274	41.1	4.1	87				
FEMALES	88464	8341	55.2	9.4	105	3643	51.0	4.1	97	4699	58.9	5.3	112				
18 - 24	28671	3863	25.5	13.5	149	1866	26.1	6.5	153	1997	25.0	7.0	147				
25 - 34	39536	4452	29.4	11.3	125	1742	24.4	4.4	103	2710	34.0	6.9	144				
35 - 44	28978	2486	16.4	8.6	95	1266	17.7	4.4	103	1220	15.3	4.2	89				
45 - 54	22345	1736	11.5	7.8	86	852	11.9	3.8	89	884	11.1	4.0	83				
55 - 64	22224	1338	8.8	6.0	67	591	8.3	2.7	62	748	9.4	3.4	71				
65 OR OLDER	25973	1245	8.2	4.8	53	831	11.6	3.2	75	414	5.2	1.6	34				
18 - 34	68207	8314	55.0	12.2	135	3608	50.5	5.3	124	4707	59.0	6.9	145				
18 - 49	108058	11703	77.4	10.8	120	5324	74.5	4.9	116	6379	80.0	5.9	124				
25 - 54	90859	8674	57.4	9.5	106	3860	54.0	4.2	100	4814	60.4	5.3	111				
35 - 49	39851	3388	22.4	8.5	94	1717	24.0	4.3	101	1672	21.0	4.2	88				
50 OR OLDER	59669	3417	22.6	5.7	64	1823	25.5	3.1	72	1594	20.0	2.7	56				
GRADUATED COLLEGE	28091	2450	16.2	8.7	97	1144	16.0	4.1	96	1307	16.4	4.7	98				
ATTENDED COLLEGE	28938	2930	19.4	10.1	112	1256	17.6	4.3	102	1675	21.0	5.8	122				
GRADUATED HIGH SCHOOL	65503	6150	40.7	9.4	104	2828	39.6	4.3	101	3322	41.7	5.1	107				
DID NOT GRADUATE HIGH SCHOOL	45195	3590	23.7	7.9	88	1920	26.9	4.2	100	1670	20.9	3.7	78				
EMPLOYED MALES	56429	4932	32.6	8.7	97	2492	34.9	4.4	104	2441	30.6	4.3	91				
EMPLOYED FEMALES	43971	4953	32.8	11.3	125	2018	28.2	4.6	108	2936	36.8	6.7	140				
EMPLOYED FULL-TIME	87773	8623	57.0	9.8	109	3823	53.5	4.4	102	4800	60.2	5.5	115				
EMPLOYED PART-TIME	12627	1262	8.3	10.0	111	687	9.6	5.4	128	*576	7.2	4.6	96				
NOT EMPLOYED	67327	5234	34.6	7.8	86	2638	36.9	3.9	92	2596	32.6	3.9	81				
PROFESSIONAL/MANAGER	25845	2297	15.2	8.9	99	1015	14.2	3.9	92	1281	16.1	5.0	104				
TECH/CLERICAL/SALES	30895	3409	22.5	11.0	122	1334	18.7	4.3	101	2076	26.0	6.7	141				
PRECISION/CRAFT	12629	1109	7.3	8.8	97	594	8.3	4.7	110	516	6.5	4.1	86				
OTHER EMPLOYED	31031	3070	20.3	9.9	110	1566	21.9	5.0	118	1504	18.9	4.8	102				
SINGLE	35557	4767	31.5	13.4	149	2358	33.0	6.6	156	2409	30.2	6.8	143				
MARRIED	103585	8060	53.3	7.8	86	3545	49.6	3.4	80	4515	56.6	4.4	92				
DIVORCED/SEPARATED/WIDOWED	28585	2293	15.2	8.0	89	1244	17.4	4.4	102	1049	13.2	3.7	77				
PARENTS	59295	5626	37.2	9.5	105	2488	34.8	4.2	98	3138	39.4	5.3	111				
WHITE	146081	12530	82.9	8.6	95	5641	78.9	3.9	91	6889	86.4	4.7	99				
BLACK	17974	2092	13.8	11.6	129	1208	16.9	6.7	158	884	11.1	4.9	103				
OTHER	3672	**498	3.3	13.6	150	**298	4.2	8.1	190	**200	2.5	5.4	115				
NORTHEAST-CENSUS	37005	3126	20.7	8.4	94	1802	25.2	4.9	114	1323	16.6	3.6	75				
NORTH CENTRAL	42642	3801	25.1	8.9	99	1862	26.1	4.4	102	1940	24.3	4.5	96				
SOUTH	56777	4781	31.6	8.4	93	2097	29.3	3.7	87	2684	33.7	4.7	99				
WEST	31303	3412	22.6	10.9	121	1387	19.4	4.4	104	2025	25.4	6.5	136				
NORTHEAST-MKTG.	38125	3381	22.4	8.9	98	1954	27.3	5.1	120	1427	17.9	3.7	79				
EAST CENTRAL	24794	2162	14.3	8.7	97	931	13.0	3.8	88	1231	15.4	5.0	104				
WEST CENTRAL	28511	2482	16.4	8.7	97	1356	19.0	4.8	112	1126	14.1	3.9	83				
SOUTH	48953	4013	26.5	8.2	91	1731	24.2	3.5	83	2282	28.6	4.7	98				
PACIFIC	27344	3082	20.4	11.3	125	1176	16.5	4.3	101	1907	23.9	7.0	147				
COUNTY SIZE A	69301	7167	47.4	10.3	115	3461	48.4	5.0	117	3706	46.5	5.3	112				
COUNTY SIZE B	50633	4486	29.7	8.9	98	2085	29.2	4.1	97	2400	30.1	4.7	100				
COUNTY SIZE C	26259	1969	13.0	7.5	83	904	12.6	3.4	81	1065	13.4	4.1	85				
COUNTY SIZE D	21534	1498	9.9	7.0	77	697	9.8	3.2	76	802	10.1	3.7	78				
METRO CENTRAL CITY	50014	5359	35.4	10.7	119	2829	39.6	5.7	133	2530	31.7	5.1	106				
METRO SUBURBAN	76832	6985	46.2	9.1	101	3112	43.5	4.1	95	3873	48.6	5.0	106				
NON METRO	40881	2777	18.4	6.8	75	1206	16.9	3.0	69	1570	19.7	3.8	81				
TOP 5 ADI'S	39550	4437	29.3	11.2	124	2243	31.4	5.7	133	2194	27.5	5.5	117				
TOP 10 ADI'S	54877	5546	36.7	10.1	112	2868	40.1	5.2	123	2679	33.6	4.9	103				
TOP 20 ADI'S	77516	7451	49.3	9.6	107	3776	52.8	4.9	114	3675	46.1	4.7	100				
HSGLD INC. \$50,000 OR MORE	17257	1731	11.4	10.0	111	684	9.6	4.0	93	1047	13.1	6.1	128				
\$40,000 OR MORE	33235	3283	21.7	9.9	110	1420	19.9	4.3	100	1864	23.4	5.6	118				
\$30,000 OR MORE	59693	5658	37.4	9.5	105	2362	33.0	4.0	93	3296	41.3	5.5	116				
\$25,000 OR MORE	76275	7281	48.2	9.5	106	2977	41.7	3.9	92	4304	54.0	5.6	119				
\$20,000 - \$24,999	18607	1763	11.7	9.5	105	991	13.9	5.3	125	772	9.7	4.1	87				
\$15,000 - \$19,999	17175	1712	11.3	10.0	111	788	11.0	4.6	108	924	11.6	5.4	113				
\$10,000 - \$14,999	24569	1956	12.9	8.0	88	1027	14.4	4.2	98	929	11.7	3.8	80				
UNDER \$10,000	31101	2408	15.9	7.7	86	1364	19.1	4.4	103	1044	13.1	3.4	71				
HOUSEHOLD OF 1 PERSON	19441	1397	9.2	7.2	80	853	11.9	4.4	103	544	6.8	2.8	59				
2 PEOPLE	51803	4220	27.9	8.1	90	1961	27.4	3.8	89	2259	28.3	4.4	92				
3 OR 4 PEOPLE	66933	6237	41.3	9.3	103	2805	39.2	4.2	98	3432	43.0	5.1	108				
5 OR MORE PEOPLE	29550	3266	21.6	11.1	123	1529	21.4	5.2	121	1737	21.8	5.9	124				
NO CHILD IN HSHLD	96587	7752	51.3	8.0	89	3869	54.1	4.0	94	3883	48.7	4.0	85				
CHILD(REN) UNDER 2 YRS	10844	927	6.1	8.5	95	*536	7.5	4.9	116	*391	4.9	3.6	76				
2 - 5 YEARS	26358	2953	19.5	11.2	124	1340	18.7	5.1	119	1613	20.2	6.1	129				
6 - 11 YEARS	30453	3292	21.8	10.8	120	1520	21.3	5.0	117	1772	22.2	5.8	122				
12 - 17 YEARS	36575	3824	25.3	10.5	116	1854	25.9	5.1	119	1970	24.7	5.4	113				
RESIDENCE OWNED	117770	9551	63.2	8.1	90	4202	58.8	3.6	84	5349	67.1	4.5	96				
VALUE: \$50,000 OR MORE	70166	5858	38.7	8.3	93	2675	37.4	3.8	89	3183	39.9	4.5	95				
VALUE: UNDER \$50,000	47604	3693	24.4	7.8	86	1527	21.4	3.2	75	2166	27.2	4.6	96				

			TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS			167727	15120	100.0	9.0	100	7147	100.0	4.3	100	7973	100.0	4.8	100				
MAGAZINES	QUINTILE 1	34022	4005	26.5	11.8	131	1705	23.9	5.0	118	2300	28.8	6.8	142					
	QUINTILE 2	34800	3370	22.3	9.7	107	1424	19.9	4.1	96	1946	24.4	5.6	118					
	QUINTILE 3	30514	2534	16.8	8.3	92	1307	18.3	4.3	101	1227	15.4	4.0	85					
	QUINTILE 4	33324	2718	18.0	8.2	90	1233	17.3	3.7	87	1485	18.6	4.5	94					
	QUINTILE 5	35066	2492	16.5	7.1	79	1479	20.7	4.2	99	1014	12.7	2.9	61					
NEWSPAPERS	QUINTILE 1	29107	2475	16.4	8.5	94	1353	18.9	4.6	109	1122	14.1	3.9	81					
	QUINTILE 2	49095	4313	28.5	8.8	97	1940	27.1	4.0	93	2374	29.8	4.8	102					
	QUINTILE 3	23107	2230	14.7	9.7	107	1006	14.1	4.4	102	1224	15.4	5.3	111					
	QUINTILE 4	33556	2982	19.7	8.9	99	1259	17.6	3.8	88	1723	21.6	5.1	108					
	QUINTILE 5	32863	3120	20.6	9.5	105	1590	22.2	4.8	114	1530	19.2	4.7	98					
OUTDOOR	QUINTILE 1	33431	3580	23.7	10.7	119	1381	19.3	4.1	97	2199	27.6	6.6	138					
	QUINTILE 2	33478	2863	18.9	8.6	95	1428	20.0	4.3	100	1435	18.0	4.3	90					
	QUINTILE 3	33574	3089	20.4	9.2	102	1440	20.1	4.3	101	1649	20.7	4.9	103					
	QUINTILE 4	33935	2680	17.7	7.9	88	1311	18.3	3.9	91	1369	17.2	4.0	85					
	QUINTILE 5	33310	2908	19.2	8.7	97	1587	22.2	4.8	112	1321	16.6	4.0	83					
RADIO-DRIVE TIME	QUINTILE 1	33136	3224	21.3	9.7	108	1540	21.5	4.6	109	1683	21.1	5.1	107					
	QUINTILE 2	31658	3142	20.8	9.9	110	1407	19.7	4.4	104	1735	21.8	5.5	115					
	QUINTILE 3	32541	3179	21.0	9.8	108	1523	21.3	4.7	110	1656	20.8	5.1	107					
	QUINTILE 4	34247	3353	22.2	9.8	109	1526	21.4	4.5	105	1827	22.9	5.3	112					
	QUINTILE 5	36144	2222	14.7	6.1	68	1151	16.1	3.2	75	1071	13.4	3.0	62					
RADIO-MID- DAY	TERCILE 1	45037	4256	28.1	9.5	105	1896	26.5	4.2	99	2360	29.6	5.2	110					
	TERCILE 2	44819	4164	27.5	9.3	103	2048	28.7	4.6	107	2116	26.5	4.7	99					
	TERCILE 3	77872	6700	44.3	8.6	95	3203	44.8	4.1	97	3497	43.9	4.5	94					
RADIO-TOTAL	QUINTILE 1	33763	3223	21.3	9.5	106	1505	21.1	4.5	105	1717	21.5	5.1	107					
	QUINTILE 2	33240	3557	23.5	10.7	119	1596	22.3	4.8	113	1961	24.6	5.9	124					
	QUINTILE 3	33408	3236	21.4	9.7	107	1674	23.4	5.0	118	1562	19.6	4.7	98					
	QUINTILE 4	34792	3160	20.9	9.1	101	1447	20.2	4.2	98	1714	21.5	4.9	104					
	QUINTILE 5	32524	1943	12.9	6.0	66	925	12.9	2.8	67	1018	12.8	3.1	66					
TV-PRIME TIME	QUINTILE 1	33090	2984	19.7	9.0	100	1492	20.9	4.5	106	1492	18.7	4.5	95					
	QUINTILE 2	33357	2830	18.7	8.5	94	1569	22.0	4.7	110	1261	15.8	3.8	80					
	QUINTILE 3	33980	3268	21.6	9.6	107	1313	18.4	3.9	91	1956	24.5	5.8	121					
	QUINTILE 4	33854	3103	20.5	9.2	102	1496	20.9	4.4	104	1607	20.2	4.7	100					
	QUINTILE 5	33444	2934	19.4	8.8	97	1277	17.9	3.8	90	1657	20.8	5.0	104					
TV-DAYTIME	TERCILE 1	49121	4616	30.5	9.4	104	2295	32.1	4.7	110	2320	29.1	4.7	99					
	TERCILE 2	48823	4194	27.7	8.6	95	1851	25.9	3.8	89	2343	29.4	4.8	101					
	TERCILE 3	69782	6310	41.7	9.0	100	3001	42.0	4.3	101	3309	41.5	4.7	100					
TV-TOTAL	QUINTILE 1	33584	3068	20.3	9.1	101	1646	23.0	4.9	115	1423	17.8	4.2	89					
	QUINTILE 2	33441	2803	18.5	8.4	93	1260	17.6	3.8	88	1543	19.4	4.6	97					
	QUINTILE 3	33505	3164	20.9	9.4	105	1555	21.8	4.6	109	1608	20.2	4.8	101					
	QUINTILE 4	33466	3070	20.3	9.2	102	1290	18.0	3.9	90	1780	22.3	5.3	112					
	QUINTILE 5	33731	3015	19.9	8.9	99	1396	19.5	4.1	97	1619	20.3	4.8	101					
MAGAZINES-NEWSPAPERS: DUAL			44503	4359	28.8	9.8	109	2008	28.1	4.5	106	2351	29.5	5.3	111				
MAGAZINE IMPERATIVE			39363	4276	28.3	10.9	121	1732	24.2	4.4	103	2544	31.9	6.5	136				
NEWSPAPER IMPERATIVE			46441	3446	22.8	7.4	82	1808	25.3	3.9	91	1637	20.5	3.5	74				
MAGAZINES-OUTDOOR: DUAL			33726	3460	22.9	10.3	114	1406	19.7	4.2	98	2054	25.8	6.1	128				
MAGAZINE IMPERATIVE			52846	5336	35.3	10.1	112	2503	35.0	4.7	111	2834	35.5	5.4	113				
OUTDOOR IMPERATIVE			52140	4387	29.0	8.4	93	2174	30.4	4.2	98	2213	27.8	4.2	89				
MAGAZINES-RADIO: DUAL			37081	4143	27.4	11.2	124	1740	24.3	4.7	110	2403	30.1	6.5	136				
MAGAZINE IMPERATIVE			49747	4486	29.7	9.0	100	2032	28.4	4.1	96	2454	30.8	4.9	104				
RADIO IMPERATIVE			49208	4375	28.9	8.9	99	2266	31.7	4.6	108	2109	26.5	4.3	90				
MAGAZINES-TELEVISION: DUAL			33103	3494	23.1	10.6	117	1498	21.0	4.5	106	1996	25.0	6.0	127				
MAGAZINE IMPERATIVE			54575	5494	36.3	10.1	112	2388	33.4	4.4	103	3106	39.0	5.7	120				
TELEVISION IMPERATIVE			53249	3985	26.4	7.5	83	2209	30.9	4.1	97	1777	22.3	3.3	70				
NEWSPAPERS-OUTDOOR: DUAL			36255	3328	22.0	9.2	102	1436	20.1	4.0	93	1892	23.7	5.2	110				
NEWSPAPER IMPERATIVE			55591	4660	30.8	8.4	93	2422	33.9	4.4	102	2238	28.1	4.0	85				
OUTDOOR IMPERATIVE			48319	4834	32.0	10.0	111	2171	30.4	4.5	105	2663	33.4	5.5	116				
NEWSPAPERS-RADIO: DUAL			37242	3570	23.6	9.6	106	1744	24.4	4.7	110	1825	22.9	4.9	103				
NEWSPAPER IMPERATIVE			54423	4384	29.0	8.1	89	2161	30.2	4.0	93	2223	27.9	4.1	86				
RADIO IMPERATIVE			46650	4926	32.6	10.6	117	2282	31.9	4.9	115	2643	33.1	5.7	119				
NEWSPAPERS-TELEVISION: DUAL			35974	3109	20.6	8.6	96	1500	21.0	4.2	98	1608	20.2	4.5	94				
NEWSPAPER IMPERATIVE			56095	5108	33.8	9.1	101	2363	33.1	4.2	99	2745	34.4	4.9	103				
TELEVISION IMPERATIVE			47170	4351	28.8	9.2	102	2167	30.3	4.6	108	2184	27.4	4.6	97				
OUTDOOR-RADIO: DUAL			33748	3764	24.9	11.2	124	1654	23.1	4.9	115	2110	26.5	6.3	132				
OUTDOOR IMPERATIVE			52785	4374	28.9	8.3	92	1972	27.6	3.7	88	2402	30.1	4.6	96				
RADIO IMPERATIVE			52882	4881	32.3	9.2	102	2403	33.6	4.5	107	2478	31.1	4.7	99				
OUTDOOR-TELEVISION: DUAL			32030	3341	22.1	10.4	116	1457	20.4	4.5	107	1884	23.6	5.9	124				
OUTDOOR IMPERATIVE			54626	5055	33.4	9.3	103	2188	30.6	4.0	94	2866	35.9	5.2	110				
TELEVISION IMPERATIVE			54874	4436	29.3	8.1	90	2345	32.8	4.3	100	2092	26.2	3.8	80				
RADIO-TELEVISION: DUAL			33386	3235	21.4	9.7	107	1719	24.1	5.1	121	1517	19.0	4.5	96				
RADIO IMPERATIVE			53810	5511	36.4	10.2	114	2387	33.4	4.4	104	3124	39.2	5.8	122				
TELEVISION IMPERATIVE			54023	4378	29.0	8.1	90	2120	29.7	3.9	92	2259	28.3	4.2	88				

	TOTAL U.S.: '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	15120	100.0	9.0	100	7147	100.0	4.3	100	7973	100.0	4.8	100				
ATLANTIC MONTHLY	867	**83	0.5	9.6	106	**60	0.8	6.9	162	**23	0.3	2.7	56				
BARRON'S	1580	*257	1.7	16.3	180	**128	1.8	8.1	190	**129	1.6	8.2	172				
BETTER HOMES & GARDENS	22203	2324	15.4	10.5	116	1067	14.9	4.8	113	1257	15.8	5.7	119				
BON APPETIT	3810	400	2.6	10.5	116	*162	2.3	4.3	100	*238	3.0	6.2	131				
BUSINESS WEEK	4663	648	4.3	13.9	154	*282	3.9	6.0	142	366	4.6	7.8	165				
CAR AND DRIVER	3102	355	2.3	11.4	127	*193	2.7	6.2	146	**162	2.0	5.2	110				
CBS MAGAZINE NETWORK (GROSS)	7311	1109	7.3	15.2	168	578	8.1	7.9	186	532	6.7	7.3	153				
CHANGING TIMES	3400	551	3.6	16.2	180	*171	2.4	5.0	118	379	4.8	11.1	234				
COLONIAL HOMES	1796	*311	2.1	17.3	192	**136	1.9	7.6	178	**175	2.2	9.7	205				
CONDE NAST MAG. PKG. (GROSS)	19924	2983	19.7	15.0	166	1327	18.6	6.7	156	1657	20.8	8.3	175				
CONSUMERS DIGEST	3125	*296	2.0	9.5	105	**151	2.1	4.8	113	**145	1.8	4.6	98				
COSMOPOLITAN	10577	1623	10.7	15.3	170	663	9.3	6.3	147	960	12.0	9.1	191				
COUNTRY LIVING	3746	454	3.0	12.1	134	*168	2.4	4.5	105	*286	3.6	7.6	161				
CUISINE	2214	*233	1.5	10.5	117	**123	1.7	5.6	130	**110	1.4	5.0	105				
CYCLE WORLD	2394	*362	2.4	15.1	168	**181	2.5	7.6	177	**181	2.3	7.6	159				
DCI:CREATIVE IDEAS FOR LIV	3068	415	2.7	13.5	150	*156	2.2	5.1	119	*259	3.2	8.4	178				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1079	7.1	11.3	125	411	5.8	4.3	101	668	8.4	7.0	167				
DISCOVER	2277	352	2.3	15.5	171	**129	1.8	5.7	133	*224	2.8	9.8	207				
EBONY	7187	910	6.0	12.7	140	505	7.1	7.0	165	405	5.1	5.6	119				
ESQUIRE	2560	331	2.2	12.9	143	*155	2.2	6.1	142	*177	2.2	6.9	145				
ESSENCE	3242	637	4.2	19.6	218	317	4.4	9.8	229	320	4.0	9.9	208				
FAMILY CIRCLE	19639	1904	12.6	9.7	108	796	11.1	4.1	95	1108	13.9	5.6	119				
THE FAMILY HANDYMAN	3540	508	3.4	14.4	155	*258	3.6	7.3	171	*250	3.1	7.1	149				
FAMILY WEEKLY	23924	1978	13.1	8.3	92	841	11.8	3.5	82	1137	14.3	4.8	100				
FIELD & STREAM	9883	1126	7.4	11.4	126	472	6.6	4.8	112	653	8.2	6.6	139				
FOOD & WINE	1030	*174	1.2	16.9	187	**89	1.2	8.6	203	**85	1.1	8.3	174				
FORBES	2679	325	2.1	12.1	135	**119	1.7	4.4	104	*206	2.6	7.7	162				
FORTUNE	2931	366	2.4	12.5	139	*128	1.8	4.4	102	*237	3.0	8.1	170				
GENTLEMEN'S QUARTERLY	3481	519	3.4	14.9	165	*218	3.1	6.3	147	*301	3.8	8.6	182				
GLAMOUR	7163	1172	7.8	16.4	182	465	6.5	6.5	152	707	8.9	9.9	208				
GOLF DIGEST	2355	281	1.9	11.9	132	**154	2.2	6.5	153	*128	1.6	5.4	114				
GOLF DIGEST/TENNIS (GROSS)	3610	433	2.9	12.0	133	*264	3.7	7.3	172	*168	2.1	4.7	98				
GOLF MAGAZINE	2046	*203	1.3	9.9	110	**110	1.5	5.4	126	**93	1.2	4.5	96				
GOLF MAGAZINE/SKI (GROSS)	3547	450	3.0	12.7	141	*250	3.5	7.0	165	*200	2.5	5.6	119				
GOOD HOUSEKEEPING	20353	1914	12.7	9.4	104	813	11.4	4.0	94	1101	13.8	5.4	114				
HARPER'S BAZAAR	3362	486	3.2	14.5	160	*206	2.9	6.1	144	*280	3.5	8.3	175				
HEALTH	2987	457	3.0	15.3	170	*160	2.2	5.4	126	*297	3.7	9.9	209				
HEARST MAG CORP. BUY (GROSS)	67928	8260	54.6	12.2	135	3551	49.7	5.2	123	4709	59.1	6.9	146				
HEARST MAN POWER (GROSS)	11282	1316	8.7	11.7	129	592	8.3	5.2	123	724	9.1	6.4	135				
HEARST WOMAN POWER (GROSS)	40514	4651	30.8	11.5	127	1926	26.9	4.8	112	2725	34.2	6.7	141				
HOUSE BEAUTIFUL	4885	748	4.9	15.3	170	352	4.9	7.2	169	396	5.0	8.1	171				
INC.	1308	*253	1.7	19.3	215	**125	1.7	9.6	224	**128	1.6	9.8	206				
JET	6498	956	6.3	14.7	163	580	8.1	8.9	209	376	4.7	5.8	122				
LADIES' HOME JOURNAL	14797	1571	10.4	10.6	118	694	9.7	4.7	110	877	11.0	5.9	125				
LHJ FAMILY GRP COMBO(GROSS)	21743	2622	17.3	12.1	134	1127	15.8	5.2	122	1495	18.8	6.9	145				
LIFE	9881	1166	7.7	11.8	131	554	7.8	5.6	132	612	7.7	6.2	130				
L.A. TIMES HOME MAGAZINE	2775	337	2.2	12.1	135	**78	1.1	2.8	66	*259	3.2	9.3	196				
MADMOISELLE	4219	543	3.6	12.9	143	*229	3.2	5.4	127	*314	3.9	7.4	157				
MC CALL'S	16422	1807	12.0	11.0	122	804	11.2	4.9	115	1003	12.6	6.1	128				
MC CALL'S/WRK MOTHER (GROSS)	17919	2050	13.6	11.4	127	938	13.1	5.2	123	1111	13.9	6.2	130				
MECHANIX ILLUSTRATED	4433	532	3.5	12.0	133	*298	4.2	6.7	158	*234	2.9	5.3	111				
METROPOLITAN HOME	1504	*175	1.2	11.6	129	**124	1.7	8.2	193	**51	0.6	3.4	71				
MONEY	4723	605	4.0	12.8	142	314	4.4	6.6	156	*290	3.6	6.1	129				
MOTHER EARTH NEWS	2325	270	1.8	11.6	129	**132	1.8	5.7	133	*137	1.7	5.9	124				
MS.	1189	*252	1.7	21.2	235	**106	1.5	8.9	209	**146	1.8	12.3	258				
NATIONAL ENQUIRER	18892	2211	14.6	11.7	130	1058	14.8	5.6	131	1153	14.5	6.1	128				
NATIONAL GEOGRAPHIC	22129	2132	14.1	9.6	107	883	12.4	4.0	94	1249	15.7	5.6	119				
NATIONAL SUNDAY MAGAZINE PKG	103750	9575	63.3	9.2	102	4432	62.0	4.3	100	5143	64.5	5.0	104				
NATURAL HISTORY	1379	*208	1.4	15.1	167	**120	1.7	8.7	204	**88	1.1	6.4	134				
NEW WOMAN	2289	301	2.0	13.1	146	*164	2.3	7.2	168	*137	1.7	6.0	126				
NEW YORK INCLUDING CUE	1088	**140	0.9	12.9	143	**82	1.1	7.5	177	**58	0.7	5.3	112				
THE NEW YORKER	2459	286	1.9	11.6	129	*154	2.2	6.3	147	*132	1.7	5.4	113				
NEWSWEEK	16527	1732	11.5	10.5	116	766	10.7	4.6	109	966	12.1	5.8	123				
THE N.Y. TIMES DAILY EDITION	2739	*152	1.0	5.5	62	*108	1.5	3.9	93	*445	0.6	1.6	35				
THE N.Y. TIMES MAGAZINE	4443	268	1.8	6.0	67	*163	2.3	3.7	86	*105	1.3	2.4	50				
OMNI	2799	407	2.7	14.5	161	**161	2.3	5.8	135	*246	3.1	8.8	185				
ON CABLE	2209	384	2.5	17.4	193	**160	2.2	7.2	170	*223	2.8	10.1	212				
1001 HOME IDEAS	3959	595	3.9	15.0	167	*273	3.8	6.9	162	*322	4.0	8.1	171				
ORGANIC GARDENING	3111	*234	1.5	7.5	83	**101	1.4	3.2	76	*132	1.7	4.2	89				
OUTDOOR LIFE	5024	647	4.3	12.9	143	260	3.6	5.2	121	387	4.9	7.7	162				
PARADE MAGAZINE	51292	4966	32.8	9.7	107	2436	34.1	4.7	111	2530	31.7	4.9	104				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	15120	100.0	9.0	100	7147	100.0	4.3	100	7973	100.0	4.8	100				
PARENTS	5298	736	4.9	13.9	154	*270	3.8	5.1	120	467	5.9	8.8	185				
PENTHOUSE	5129	810	5.4	15.8	175	340	4.8	6.6	156	471	5.9	9.2	193				
PEOPLE	21070	2697	17.8	12.8	142	1205	16.9	5.7	134	1491	18.7	7.1	149				
PLAYBOY	10562	1526	10.1	14.4	160	634	8.9	6.0	141	892	11.2	8.4	178				
POPULAR HOT RODDING	2498	*412	2.7	16.5	183	**140	2.0	5.6	132	*273	3.4	10.9	230				
POPULAR MECHANICS	5887	683	4.5	11.6	129	*287	4.0	4.9	114	396	5.0	6.7	142				
POPULAR SCIENCE	4317	510	3.4	11.8	131	*267	3.7	6.2	145	*243	3.0	5.6	118				
PREVENTION	5792	470	3.1	8.1	90	*193	2.7	3.3	78	*277	3.5	4.8	101				
PSYCHOLOGY TODAY	3284	327	2.2	10.0	110	*141	2.0	4.3	101	*187	2.3	5.7	120				
READER'S DIGEST	40046	3665	24.2	9.2	102	1540	21.5	3.8	90	2125	26.7	5.3	112				
REDBOOK	9584	1113	7.4	11.6	129	449	6.3	4.7	110	664	8.3	6.9	146				
ROAD & TRACK	2590	442	2.9	17.1	189	**172	2.4	6.6	156	*270	3.4	10.4	219				
ROLLING STONE	3302	612	4.0	18.5	206	*266	3.7	8.1	189	*346	4.3	10.5	220				
RUNNER'S WORLD	1229	**149	1.0	12.1	134	**95	1.3	7.7	181	**54	0.7	4.4	92				
SATURDAY EVENING POST	2110	*313	2.1	14.8	165	**140	2.0	6.6	156	**173	2.2	8.2	172				
SCIENCE 84	1543	*210	1.4	13.6	151	**101	1.4	6.5	154	**109	1.4	7.1	149				
SCIENCE DIGEST	1747	*197	1.3	11.3	125	**119	1.7	6.8	160	**78	1.0	4.5	94				
SCIENTIFIC AMERICAN	1994	*200	1.3	10.0	111	**122	1.7	6.1	144	**78	1.0	3.9	82				
SELF	3119	577	3.8	18.5	205	*267	3.7	8.6	201	*310	3.9	9.9	209				
SEVENTEEN	3923	616	4.1	15.7	174	*239	3.3	6.1	143	378	4.7	9.6	203				
SKI	1501	*247	1.6	16.5	183	**140	2.0	9.3	219	**107	1.3	7.1	150				
SMITHSONIAN	5976	713	4.7	11.9	132	286	4.0	4.8	112	428	5.4	7.2	151				
SOAP OPERA DIGEST	4228	623	4.1	14.7	163	350	4.9	8.3	194	*273	3.4	6.5	136				
SOUTHERN LIVING	6488	664	4.4	10.2	114	*255	3.6	3.9	92	409	5.1	6.3	133				
SPORT	3500	588	3.9	16.8	186	*283	4.0	8.1	190	*305	3.8	8.7	183				
THE SPORTING NEWS	2456	516	3.4	21.0	233	**228	3.2	9.3	218	*288	3.6	11.7	247				
SPORTS AFIELD	3648	436	2.9	12.0	133	*187	2.6	5.1	120	*250	3.1	6.9	144				
SPORTS ILLUSTRATED	14484	1778	11.8	12.3	136	767	10.7	5.3	124	1012	12.7	7.0	147				
STAR	12661	1406	9.3	11.1	123	659	9.2	5.2	122	747	9.4	5.9	124				
SUNDAY	52799	4833	32.0	9.2	102	2503	35.0	4.7	111	2331	29.2	4.4	93				
SUNSET	3513	377	2.5	10.7	119	**142	2.0	4.0	95	*235	2.9	6.7	141				
TV GUIDE	42766	4411	29.2	10.3	114	1937	27.1	4.5	106	2474	31.0	5.8	122				
TEENIS	1254	*151	1.0	12.0	134	**111	1.6	8.9	208	**41	0.5	3.3	69				
TIME	22054	2128	14.1	9.6	107	1006	14.1	4.6	107	1122	14.1	5.1	107				
TOWN & COUNTRY	1555	*200	1.3	12.9	143	**99	1.4	6.4	149	**101	1.3	6.5	137				
TRAVEL & LEISURE	2173	357	2.4	16.4	182	*156	2.2	7.2	168	*201	2.5	9.2	195				
TRUE STORY	4636	666	4.4	14.4	159	*299	4.2	6.4	151	*367	4.6	7.9	167				
U.S. NEWS & WORLD REPORT	10353	955	6.3	9.2	102	446	6.2	4.3	101	509	6.4	4.9	103				
USA TODAY	4994	453	3.0	9.1	101	*205	2.9	4.1	96	*248	3.1	5.0	104				
US	3528	606	4.0	17.2	191	*276	3.9	7.8	184	*330	4.1	9.4	197				
VOGUE	5424	693	4.6	12.8	142	366	5.1	6.7	158	327	4.1	6.0	127				
WALL STREET JOURNAL	6292	594	3.9	9.4	105	311	4.4	4.9	116	283	3.5	4.5	95				
WEIGHT WATCHERS	2762	320	2.1	11.6	129	*160	2.2	5.8	136	*160	2.0	5.8	122				
WOMAN'S DAY	16320	1527	10.1	9.4	104	727	10.2	4.5	105	800	10.0	4.9	103				
WORKING WOMAN	1496	*243	1.6	16.2	180	**134	1.9	9.0	210	**109	1.4	7.3	153				
WORKING WOMAN	1851	*318	2.1	17.2	191	**153	2.1	8.3	194	**165	2.1	8.9	188				
WORLD TENNIS	580	**72	0.5	12.4	138	**64	0.9	11.0	259	**8	0.1	1.4	29				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1719	11.4	13.8	154	886	12.4	7.1	168	833	10.4	6.7	141				
BLAIR INSERTS	91671	8476	56.1	9.2	103	3939	55.1	4.3	101	4538	56.9	5.0	104				
DAILY NEWSPAPERS																	
READ ANY	109190	9654	63.8	8.8	98	4586	64.2	4.2	99	5068	63.6	4.6	98				
READ ONE	89587	7956	52.6	8.9	99	3665	51.3	4.1	96	4291	53.8	4.8	101				
READ TWO OR MORE	19602	1698	11.2	8.7	96	922	12.9	4.7	110	776	9.7	4.0	83				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9806	64.9	8.9	99	4591	64.2	4.2	98	5216	65.4	4.8	100				
READ ONE	95074	8602	56.9	9.0	100	3932	55.0	4.1	97	4670	58.6	4.9	103				
READ TWO OR MORE	14588	1204	8.0	8.3	92	659	9.2	4.5	106	546	6.8	3.7	79				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.93				27.53				33.95							
30 DAY REACH	149706	13752	91.0	9.2	102	6469	90.5	4.3	101	7284	91.4	4.9	102				
50 SHWG - 30 DAY AV FREQ	15.16	16.27				14.66				17.66							
30 DAY REACH	142406	13103	86.7	9.2	102	6079	85.1	4.3	100	7024	88.1	4.9	104				
25 SHWG - 30 DAY AV FREQ	8.23	8.96				8.20				9.59							
30 DAY REACH	131152	11915	78.8	9.1	101	5410	75.7	4.1	97	6506	81.6	5.0	104				
CABLE TV: HOME WIRED	66879	6266	41.4	9.4	104	2512	35.1	3.8	88	3754	47.1	5.6	118				
HOME NOT WIRED	100848	8854	58.6	8.8	97	4635	64.9	4.6	108	4219	52.9	4.2	88				
HAVE PAY CABLE	35024	3651	24.1	10.4	116	1380	19.3	3.9	92	2271	28.5	6.5	136				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES	79263	6778	100.0	8.6	100	3504	100.0	4.4	100	3274	100.0	4.1	100				
HOUSEHOLD HEADS	66405	4943	72.9	7.4	87	2616	74.7	3.9	89	2328	71.1	3.5	85				
18 - 24	13945	1812	26.7	13.0	152	992	28.3	7.1	161	*820	25.0	5.9	142				
25 - 34	19334	1831	27.0	9.5	111	915	26.1	4.7	107	916	28.0	4.7	115				
35 - 44	14196	1252	18.5	8.8	103	634	18.1	4.5	101	618	18.9	4.4	105				
45 - 54	10896	770	11.4	7.1	83	*381	10.9	3.5	79	*389	11.9	3.6	86				
55 - 64	10378	575	8.5	5.5	65	*204	5.8	2.0	44	*372	11.4	3.6	87				
65 OR OLDER	10514	538	7.9	5.1	60	*379	10.8	3.6	82	*159	4.9	1.5	37				
18 - 34	33279	3643	53.7	10.9	128	1907	54.4	5.7	130	1736	53.0	5.2	126				
18 - 49	52904	5263	77.6	9.9	116	2741	78.2	5.2	117	2522	77.0	4.8	115				
25 - 54	44426	3853	56.8	8.7	101	1930	55.1	4.3	98	1923	58.7	4.3	105				
35 - 49	19625	1620	23.9	8.3	97	834	23.8	4.2	96	786	24.0	4.0	97				
50 OR OLDER	26359	1516	22.4	5.8	67	764	21.8	2.9	66	752	23.0	2.9	69				
GRADUATED COLLEGE	15982	1264	18.6	7.9	92	627	17.9	3.9	89	637	19.5	4.0	96				
ATTENDED COLLEGE	13629	1203	17.7	8.8	103	606	17.3	4.4	101	598	18.3	4.4	106				
GRADUATED HIGH SCHOOL	28591	2662	39.3	9.3	109	1388	39.6	4.9	110	1274	38.9	4.5	108				
DID NOT GRADUATE HIGH SCHOOL	21061	1649	24.3	7.8	92	884	25.2	4.2	95	*765	23.4	3.6	88				
EMPLOYED FULL-TIME	52316	4536	66.9	8.7	101	2196	62.7	4.2	95	2340	71.5	4.5	108				
EMPLOYED PART-TIME	4113	*396	5.8	9.6	113	**296	8.4	7.2	163	**100	3.1	2.4	59				
NOT EMPLOYED	22834	1846	27.2	8.1	95	1013	28.9	4.4	100	833	25.4	3.6	88				
PROFESSIONAL/MANAGER	15034	1205	17.8	8.0	94	597	17.0	4.0	90	608	18.6	4.0	98				
TECH/CLERICAL/SALES	11255	1032	15.2	9.2	107	*370	10.6	3.3	74	662	20.2	5.9	142				
PRECISION/CRAFT	11607	1041	15.4	9.0	105	*541	15.4	4.7	105	500	15.3	4.3	104				
OTHER EMPLOYED	18534	1654	24.4	8.9	104	983	28.1	5.3	120	671	20.5	3.6	88				
SINGLE	19562	2393	35.3	12.2	143	1263	36.0	6.5	146	1130	34.5	5.8	140				
MARRIED	51896	3686	54.4	7.1	83	1830	52.2	3.5	80	1856	56.7	3.6	87				
DIVORCED/SEPARATED/WIDOWED	7804	699	10.3	9.0	105	411	11.7	5.3	119	*288	8.8	3.7	89				
PARENTS	25372	2291	33.8	9.0	106	1103	31.5	4.3	98	1189	36.3	4.7	113				
WHITE	69658	5521	81.5	7.9	93	2801	79.9	4.0	91	2719	83.0	3.9	94				
BLACK	7909	1008	14.9	12.7	149	600	17.1	7.6	172	*409	12.5	5.2	125				
OTHER	1696	**249	3.7	14.7	172	**103	2.9	6.1	137	**146	4.5	8.6	208				
NORTHEAST-CENSUS	17202	1299	19.2	7.6	88	791	22.6	4.6	104	508	15.5	3.0	71				
NORTH CENTRAL	20461	1717	25.3	8.4	98	954	27.2	4.7	105	762	23.3	3.7	90				
SOUTH	26695	2382	35.1	8.9	104	1110	31.7	4.2	94	1271	38.8	4.8	115				
WEST	14906	1381	20.4	9.3	108	648	18.5	4.3	98	733	22.4	4.9	119				
NORTHEAST-MKTG.	17962	1419	20.9	7.9	92	845	24.1	4.7	106	574	17.5	3.2	77				
EAST CENTRAL	11741	945	13.9	8.0	94	*419	12.0	3.6	81	*525	16.0	4.5	108				
WEST CENTRAL	13518	1109	16.4	8.2	96	773	22.1	5.7	129	*335	10.2	2.5	60				
SOUTH	23168	2090	30.8	9.0	105	927	26.5	4.0	91	1163	35.5	5.0	122				
PACIFIC	12874	1216	17.9	9.4	110	*540	15.4	4.2	95	676	20.6	5.3	127				
COUNTY SIZE A	32596	2857	42.2	8.8	102	1505	43.0	4.6	104	1352	41.3	4.1	100				
COUNTY SIZE B	23814	2204	32.5	9.3	108	1026	29.3	4.3	97	1177	35.9	4.9	120				
COUNTY SIZE C	12663	910	13.4	7.2	84	*493	14.1	3.9	88	*417	12.7	3.3	80				
COUNTY SIZE D	10190	808	11.9	7.9	93	*480	13.7	4.7	107	**328	10.0	3.2	78				
METRO CENTRAL CITY	23190	2504	36.9	10.8	126	1369	39.1	5.9	134	1135	34.7	4.9	118				
METRO SUBURBAN	36920	2963	43.7	8.0	94	1379	39.4	3.7	84	1584	48.4	4.3	104				
NON METRO	19152	1311	19.3	6.8	80	757	21.6	4.0	89	*555	17.0	2.9	70				
TOP 5 ADI'S	18703	1686	24.9	9.0	105	1002	28.6	5.4	121	684	20.9	3.7	89				
TOP 10 ADI'S	26158	2272	33.5	8.7	102	1281	36.6	4.9	111	991	30.3	3.8	92				
TOP 20 ADI'S	36612	3114	45.9	8.5	99	1766	50.4	4.8	109	1348	41.2	3.7	89				
MSHLD INC. \$50,000 OR MORE	9326	807	11.9	8.7	101	*344	9.8	3.7	83	*463	14.1	5.0	120				
\$40,000 OR MORE	18002	1614	23.8	9.0	105	734	20.9	4.1	92	880	26.9	4.9	118				
\$30,000 OR MORE	31361	2708	40.0	8.6	101	1184	33.8	3.8	85	1524	46.5	4.9	118				
\$25,000 OR MORE	39858	3462	51.1	8.7	102	1500	42.8	3.8	85	1962	59.9	4.9	119				
\$20,000 - \$24,999	8664	831	12.3	9.6	112	*524	15.0	6.0	137	**307	9.4	3.5	86				
\$15,000 - \$19,999	7964	752	11.1	9.4	110	*417	11.9	5.2	118	*335	10.2	4.2	102				
\$10,000 - \$14,999	11093	815	12.0	7.3	86	478	13.6	4.3	97	*336	10.3	3.0	73				
UNDER \$10,000	11683	919	13.6	7.9	92	585	16.7	5.0	113	**334	10.2	2.9	69				
HOUSEHOLD OF 1 PERSON	7453	585	8.6	7.8	92	353	10.1	4.7	107	*231	7.1	3.1	75				
2 PEOPLE	24757	1647	24.3	6.7	78	898	25.6	3.6	82	749	22.9	3.0	73				
3 OR 4 PEOPLE	32682	3050	45.0	9.3	109	1505	43.0	4.6	104	1545	47.2	4.7	114				
5 OR MORE PEOPLE	14370	1497	22.1	10.4	122	*749	21.4	5.2	118	*748	22.8	5.2	126				
NO CHILD IN MSHLD	46768	3430	50.6	7.3	86	1866	53.3	4.0	90	1564	47.8	3.3	81				
CHILD(REN) UNDER 2 YRS	4799	*518	7.6	10.8	126	**360	10.3	7.5	170	**158	4.8	3.3	80				
2 - 5 YEARS	11125	1207	17.8	10.8	127	*626	17.9	5.6	127	*581	17.7	5.2	126				
6 - 11 YEARS	14193	1545	22.8	10.9	127	755	21.5	5.3	120	790	24.1	5.6	135				
12 - 17 YEARS	17402	1792	26.4	10.3	120	984	28.1	5.7	128	807	24.6	4.6	112				
RESIDENCE OWNED	56398	4338	64.0	7.7	90	2069	59.0	3.7	83	2269	69.3	4.0	97				
VALUE: \$50,000 OR MORE	34811	2614	38.6	7.5	88	1225	35.0	3.5	80	1389	42.4	4.0	97				
VALUE: UNDER \$50,000	21587	1724	25.4	8.0	93	844	24.1	3.9	88	880	26.9	4.1	99				

			TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL MALES			79263	6778	100.0	8.6	100	3504	100.0	4.4	100	3274	100.0	4.1	100				
MAGAZINES	QUINTILE 1	16033	1704	25.1	10.6	124	736	21.0	4.6	104	968	29.6	6.0	146					
	QUINTILE 2	15354	1199	17.7	7.8	91	566	16.2	3.7	83	633	19.3	4.1	100					
	QUINTILE 3	15888	1397	20.6	8.8	103	767	21.9	4.8	109	631	19.3	4.0	96					
	QUINTILE 4	17310	1437	21.2	8.3	97	830	23.7	4.8	108	607	18.5	3.5	85					
	QUINTILE 5	14677	1041	15.4	7.1	83	605	17.3	4.1	93	*436	13.3	3.0	72					
NEWSPAPERS	QUINTILE 1	15277	1200	17.7	7.9	92	677	19.3	4.4	100	523	16.0	3.4	83					
	QUINTILE 2	22745	1939	28.6	8.5	100	974	27.8	4.3	97	966	29.5	4.2	103					
	QUINTILE 3	10692	771	11.4	7.2	84	*401	11.4	3.8	85	*370	11.3	3.5	84					
	QUINTILE 4	11646	1111	16.4	9.5	112	574	16.4	4.9	111	*538	16.4	4.6	112					
	QUINTILE 5	18903	1756	25.9	9.3	109	880	25.1	4.7	105	877	26.8	4.6	112					
OUTDOOR	QUINTILE 1	16620	1467	21.6	8.8	103	665	19.0	4.0	91	802	24.5	4.8	117					
	QUINTILE 2	16377	1338	19.7	8.2	96	677	19.3	4.1	94	661	20.2	4.0	98					
	QUINTILE 3	15995	1388	20.5	8.7	101	740	21.1	4.6	105	648	19.8	4.1	98					
	QUINTILE 4	15592	1216	17.9	7.8	91	579	16.5	3.7	84	637	19.5	4.1	99					
	QUINTILE 5	14679	1370	20.2	9.3	109	844	24.1	5.7	130	*526	16.1	3.6	87					
RADIO-DRIVE TIME	QUINTILE 1	15746	1414	20.9	9.0	105	861	24.6	5.5	124	*553	16.9	3.5	85					
	QUINTILE 2	15067	1342	19.8	8.9	104	625	17.8	4.1	94	717	21.9	4.8	115					
	QUINTILE 3	15631	1439	21.2	9.2	108	775	22.1	5.0	112	664	20.3	4.2	103					
	QUINTILE 4	16245	1521	22.4	9.4	109	659	18.8	4.1	92	862	26.3	5.3	128					
	QUINTILE 5	16573	1063	15.7	6.4	75	584	16.7	3.5	80	*479	14.6	2.9	70					
RADIO-MID- DAY	TERCILE 1	21788	1981	29.2	9.1	106	1091	31.1	5.0	113	890	27.2	4.1	99					
	TERCILE 2	21151	1838	27.1	8.7	102	1075	30.7	5.1	115	763	23.3	3.6	87					
	TERCILE 3	36323	2959	43.7	8.1	95	1338	38.2	3.7	83	1621	49.5	4.5	108					
RADIO-TOTAL	QUINTILE 1	15977	1491	22.0	9.3	109	842	24.0	5.3	119	*649	19.8	4.1	98					
	QUINTILE 2	15923	1551	22.9	9.7	114	813	23.2	5.1	115	739	22.6	4.6	112					
	QUINTILE 3	14980	1317	19.4	8.8	103	701	20.0	4.7	106	616	18.8	4.1	100					
	QUINTILE 4	17123	1426	21.0	8.3	97	706	20.1	4.1	93	720	22.0	4.2	102					
	QUINTILE 5	15260	993	14.7	6.5	76	443	12.6	2.9	66	*550	16.8	3.6	87					
TV-PRIME TIME	QUINTILE 1	15674	1323	19.5	8.4	99	721	20.6	4.6	104	602	18.4	3.8	93					
	QUINTILE 2	15944	1245	18.4	7.8	91	748	21.3	4.7	106	*497	15.2	3.1	75					
	QUINTILE 3	16037	1578	23.3	9.8	115	624	17.8	3.9	88	954	29.1	5.9	144					
	QUINTILE 4	15412	1209	17.8	7.8	92	704	20.1	4.6	103	*505	15.4	3.3	79					
	QUINTILE 5	16194	1424	21.0	8.8	103	708	20.2	4.4	99	716	21.9	4.4	107					
TV-DAYTIME	TERCILE 1	19156	1790	26.4	9.3	109	1007	28.7	5.3	119	783	23.9	4.1	99					
	TERCILE 2	19343	1652	24.4	8.5	100	795	22.7	4.1	93	857	26.2	4.4	107					
	TERCILE 3	40764	3337	49.2	8.2	96	1703	48.6	4.2	95	1634	49.9	4.0	97					
TV-TOTAL	QUINTILE 1	15844	1376	20.3	8.7	102	783	22.3	4.9	112	*593	18.1	3.7	91					
	QUINTILE 2	15767	1246	18.4	7.9	92	664	18.9	4.2	95	582	17.8	3.7	89					
	QUINTILE 3	15775	1264	18.6	8.0	94	651	18.6	4.1	93	613	18.7	3.9	94					
	QUINTILE 4	15903	1374	20.3	8.6	101	654	18.7	4.1	93	721	22.0	4.5	110					
	QUINTILE 5	15974	1518	22.4	9.5	111	753	21.5	4.7	107	766	23.4	4.8	116					
MAGAZINES-NEWSPAPERS: DUAL			21225	1866	27.5	8.8	103	892	25.5	4.2	95	974	29.7	4.6	111				
MAGAZINE IMPERATIVE			17728	1708	25.2	9.6	113	758	21.6	4.3	97	950	29.0	5.4	130				
NEWSPAPER IMPERATIVE			22987	1608	23.7	7.0	82	941	26.9	4.1	93	667	20.4	2.9	70				
MAGAZINES-OUTDOOR: DUAL			16244	1451	21.4	8.9	104	608	17.4	3.7	85	843	25.7	5.2	126				
MAGAZINE IMPERATIVE			24016	2262	33.4	9.4	110	1136	32.4	4.7	107	1127	34.4	4.7	114				
OUTDOOR IMPERATIVE			26020	2123	31.3	8.2	95	1219	34.8	4.7	106	904	27.6	3.5	84				
MAGAZINES-RADIO: DUAL			16918	1628	24.0	9.6	113	778	22.2	4.6	104	850	26.0	5.0	122				
MAGAZINE IMPERATIVE			23456	1940	28.6	8.3	97	846	24.1	3.6	82	1094	33.4	4.7	113				
RADIO IMPERATIVE			23900	2201	32.5	9.2	108	1320	37.7	5.5	125	881	26.9	3.7	89				
MAGAZINES-TELEVISION: DUAL			15791	1479	21.8	9.4	110	704	20.1	4.5	101	775	23.7	4.9	119				
MAGAZINE IMPERATIVE			25476	2314	34.1	9.1	106	1058	30.2	4.2	94	1256	38.4	4.9	119				
TELEVISION IMPERATIVE			25744	1963	29.0	7.6	89	1157	33.0	4.5	102	806	24.6	3.1	76				
NEWSPAPERS-OUTDOOR: DUAL			17628	1448	21.4	8.2	96	669	19.1	3.8	86	780	23.8	4.4	107				
NEWSPAPER IMPERATIVE			26414	2151	31.7	8.1	95	1199	34.2	4.5	103	952	29.1	3.6	87				
OUTDOOR IMPERATIVE			23059	2065	30.5	9.0	105	1071	30.6	4.6	105	995	30.4	4.3	104				
NEWSPAPERS-RADIO: DUAL			17996	1569	23.1	8.7	102	890	25.4	4.9	112	678	20.7	3.8	91				
NEWSPAPER IMPERATIVE			26269	1933	28.5	7.4	86	964	27.5	3.7	83	969	29.6	3.7	89				
RADIO IMPERATIVE			21342	2155	31.8	10.1	118	1152	32.9	5.4	122	1003	30.6	4.7	114				
NEWSPAPERS-TELEVISION: DUAL			17359	1229	18.1	7.1	83	665	19.0	3.8	87	564	17.2	3.2	79				
NEWSPAPER IMPERATIVE			26889	2326	34.3	8.7	101	1127	32.2	4.2	95	1199	36.6	4.5	108				
TELEVISION IMPERATIVE			21698	2021	29.8	9.3	109	1121	32.0	5.2	117	899	27.5	4.1	100				
OUTDOOR-RADIO: DUAL			16456	1653	24.4	10.0	117	870	24.8	5.3	120	783	23.9	4.8	115				
OUTDOOR IMPERATIVE			25870	1921	28.3	7.4	87	881	25.1	3.4	77	1040	31.8	4.0	97				
RADIO IMPERATIVE			23943	2193	32.4	9.2	107	1227	35.0	5.1	116	967	29.5	4.0	98				
OUTDOOR-TELEVISION: DUAL			15918	1535	22.6	9.6	113	746	21.3	4.7	106	789	24.1	5.0	120				
OUTDOOR IMPERATIVE			26398	2202	32.5	8.3	98	1052	30.0	4.0	90	1150	35.1	4.4	105				
TELEVISION IMPERATIVE			24851	1926	28.4	7.8	91	1135	32.4	4.6	103	792	24.2	3.2	77				
RADIO-TELEVISION: DUAL			15584	1305	19.3	8.4	98	835	23.8	5.4	121	*470	14.4	3.0	73				
RADIO IMPERATIVE			25472	2527	37.3	9.9	116	1226	35.0	4.8	109	1301	39.7	5.1	124				
TELEVISION IMPERATIVE			25578	2032	30.0	7.9	93	1037	29.6	4.1	92	995	30.4	3.9	94				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	6778	100.0	8.6	100	3504	100.0	4.4	100	3274	100.0	4.1	100				
ATLANTIC MONTHLY	452	**48	0.7	10.6	124	**46	1.3	10.2	230	**2	0.1	0.4	11				
BARRON'S	1058	**143	2.1	13.5	158	**94	2.7	8.9	201	**49	1.5	4.6	112				
BETTER HOMES & GARDENS	4773	537	7.9	11.3	132	**263	7.5	5.5	125	**274	8.4	5.7	139				
BON APPETIT	1037	**108	1.6	10.4	122	**61	1.7	5.9	133	**47	1.4	4.5	110				
BUSINESS WEEK	3193	433	6.4	13.6	159	**211	6.0	6.6	149	**222	6.8	7.0	168				
CAR AND DRIVER	2705	*281	4.1	10.4	121	**146	4.2	5.4	122	**136	4.2	5.0	122				
CBS MAGAZINE NETWORK (GROSS)	5678	853	12.6	15.0	176	*464	13.2	8.2	185	389	11.9	6.9	166				
CHANGING TIMES	1847	*342	5.0	18.5	217	**117	3.3	6.3	143	**225	6.9	12.2	295				
COLONIAL HOMES	492	**102	1.5	20.7	242	**59	1.7	12.0	271	**43	1.3	8.7	212				
CONDE NAST MAG. PKG. (GROSS)	2066	*413	6.1	20.0	234	**268	7.6	13.0	293	**144	4.4	7.0	169				
CONSUMERS DIGEST	1719	**155	2.3	9.0	105	**91	2.6	5.3	120	**65	2.0	3.8	92				
COSMOPOLITAN	1762	*250	3.7	14.2	166	**141	4.0	8.0	181	**108	3.3	6.1	148				
COUNTRY LIVING	1110	**152	2.2	13.7	160	**74	2.1	6.7	151	**79	2.4	7.1	172				
CUISINE	660	**79	1.2	12.0	140	**54	1.5	8.2	185	**25	0.8	3.8	92				
CYCLE WORLD	1924	*279	4.1	14.5	170	**136	3.9	7.1	160	**143	4.4	7.4	180				
DCI:CREATIVE IDEAS FOR LIV	437	**88	1.3	20.1	235	**61	1.7	14.0	316	**27	0.8	6.2	150				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	*273	4.0	11.0	128	**131	3.7	5.3	119	**142	4.3	5.7	138				
DISCOVER	1279	*212	3.1	16.6	194	**90	2.6	7.0	159	**123	3.8	9.6	233				
EBONY	2898	393	5.8	13.6	159	*219	6.3	7.6	171	*174	5.3	6.0	145				
ESQUIRE	1384	*189	2.8	13.7	160	**85	2.4	6.1	139	**105	3.2	7.6	184				
ESSENCE	850	*230	3.4	27.1	316	**103	2.9	12.1	274	**127	3.9	14.9	362				
FAMILY CIRCLE	2430	*256	3.8	10.5	123	**158	4.5	6.5	147	**98	3.0	4.0	98				
THE FAMILY HANDYMAN	2356	*301	4.4	12.8	149	**137	3.9	5.8	132	**164	5.0	7.0	169				
FAMILY WEEKLY	11533	1007	14.9	8.7	102	440	12.6	3.8	86	567	17.3	4.9	119				
FIELD & STREAM	7444	785	11.6	10.5	123	374	10.7	5.0	114	411	12.6	5.5	134				
FOOD & WINE	416	**70	1.0	16.8	197	**54	1.5	13.0	294	**16	0.5	3.8	93				
FORBES	1865	*170	2.5	9.1	107	**89	2.5	4.8	108	**81	2.5	4.3	105				
FORTUNE	1849	*195	2.9	10.5	123	**87	2.5	4.7	106	**108	3.3	5.8	141				
GENTLEMEN'S QUARTERLY	2284	*285	4.2	12.5	146	**124	3.5	5.4	123	**161	4.9	7.0	171				
GLAMOUR	538	**84	1.2	15.6	183	**58	1.7	10.8	244	**27	0.8	5.0	121				
GOLF DIGEST	1649	*142	2.1	8.6	101	**71	2.0	4.3	97	**71	2.2	4.3	104				
GOLF DIGEST/TENNIS (GROSS)	2294	*120	3.2	9.6	112	**121	3.5	5.3	119	**99	3.0	4.3	104				
GOLF MAGAZINE	1577	**124	1.8	7.9	92	**74	2.1	4.7	106	**50	1.5	3.2	77				
GOLF MAGAZINE/SKI (GROSS)	2487	*240	3.5	9.7	113	**150	4.3	6.0	136	**91	2.8	3.7	89				
GOOD HOUSEKEEPING	2569	*234	3.5	9.1	107	**118	3.4	4.6	104	**116	3.5	4.5	109				
HARPER'S BAZAAR	431	**49	0.7	11.4	133	**49	1.4	11.4	257	**0	0.0	0.0	0				
HEALTH	788	**92	1.4	11.7	137	**67	1.9	8.5	192	**25	0.8	3.2	77				
HEARST MAG CORP. BUY (GROSS)	18781	2149	31.7	11.4	134	1234	35.2	6.6	149	916	28.0	4.9	118				
HEARST MAN POWER (GROSS)	9169	999	14.7	10.9	127	500	14.3	5.5	123	498	15.2	5.4	131				
HEARST WOMAN POWER (GROSS)	5452	576	8.5	10.6	124	*322	9.2	5.9	134	*254	7.8	4.7	113				
HOUSE BEAUTIFUL	1020	**126	1.9	12.4	144	**103	2.9	10.1	228	**23	0.7	2.3	55				
INC.	993	**174	2.6	17.5	205	**105	3.0	10.6	239	**70	2.1	7.0	171				
JET	2808	514	7.6	18.3	214	305	8.7	10.9	246	*209	6.4	7.4	180				
LADIES' HOME JOURNAL	1868	**125	1.8	6.7	78	**93	2.7	5.0	113	**32	1.0	1.7	41				
LHJ FAMILY GRP COMBO(GROSS)	3582	336	5.0	9.4	110	*258	7.4	7.2	163	**78	2.4	2.2	53				
LIFE	4817	646	9.5	13.4	157	319	9.1	6.6	150	*327	10.0	6.8	164				
L.A. TIMES HOME MAGAZINE	1465	*88	1.3	6.0	70	**53	1.5	3.6	82	**35	1.1	2.4	58				
MADEMOISELLE	460	**56	0.8	12.2	142	**49	1.4	10.7	241	**7	0.2	1.5	37				
MC CALL'S	1764	*223	3.3	12.6	148	**107	3.1	6.1	137	**116	3.5	6.6	159				
MC CALL'S/MRK MOTHER (GROSS)	2062	*318	4.7	15.4	180	**166	4.7	8.1	182	**152	4.6	7.4	178				
MECHANIX ILLUSTRATED	3625	382	5.6	10.5	123	**184	5.3	5.1	115	*198	6.0	5.5	132				
METROPOLITAN HOME	495	**67	1.0	13.5	158	**66	1.9	13.3	302	**1	0.0	0.2	5				
MONEY	3017	428	6.3	14.2	166	*259	7.4	8.6	194	*169	5.2	5.6	136				
MOTHER EARTH NEWS	1203	**121	1.8	10.1	118	**65	1.9	5.4	122	**56	1.7	4.7	113				
MS.	*257	**44	0.6	17.1	200	**44	1.3	17.1	387	**0	0.0	0.0	0				
NATIONAL ENQUIRER	6921	865	12.8	12.5	146	460	13.1	6.6	150	405	12.4	5.9	142				
NATIONAL GEOGRAPHIC	11626	1011	14.9	8.7	102	427	12.2	3.7	83	584	17.8	5.0	122				
NATIONAL SUNDAY MAGAZINE PKG	49424	4239	62.5	8.6	100	2155	61.5	4.4	99	2084	63.7	4.2	102				
NATURAL HISTORY	753	**128	1.9	17.0	199	**78	2.2	10.4	234	**51	1.6	6.8	164				
NEW WOMAN	*296	**63	0.9	21.3	249	**56	1.6	18.9	428	**7	0.2	2.4	57				
NEW YORK INCLUDING CUE	541	**54	0.8	10.0	117	**54	1.5	10.0	226	**0	0.0	0.0	0				
THE NEW YORKER	1078	**113	1.7	10.5	123	**79	2.3	7.3	166	**34	1.0	3.2	76				
NEWSWEEK	9602	950	14.0	9.9	116	448	12.8	4.7	106	502	15.3	5.2	127				
THE N.Y. TIMES DAILY EDITION	1376	*88	1.3	6.4	75	**67	1.9	4.9	110	**21	0.6	1.5	37				
THE N.Y. TIMES MAGAZINE	2110	*151	2.2	7.2	84	**101	2.9	4.8	108	**50	1.5	2.4	57				
OMNI	1927	*244	3.6	12.7	148	**127	3.6	6.6	149	**117	3.6	6.1	147				
ON CABLE	911	**153	2.3	16.8	196	**68	1.9	7.5	169	**85	2.6	9.3	226				
1001 HOME IDEAS	927	**119	1.8	12.8	150	**98	2.8	10.6	239	**21	0.6	2.3	55				
ORGANIC GARDENING	1430	**96	1.4	6.7	79	**51	1.5	3.6	81	**45	1.4	3.1	76				
OUTDOOR LIFE	4064	439	6.5	10.8	126	*179	5.1	4.4	100	*260	7.9	6.4	155				
PARADE MAGAZINE	24538	2238	33.0	9.1	107	1150	32.8	4.7	106	1088	33.2	4.4	107				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	6778	100.0	8.6	100	3504	100.0	4.4	100	3274	100.0	4.1	100				
PARENTS	1126	*236	3.5	21.0	245	**122	3.5	10.8	245	**114	3.5	10.1	245				
PENTHOUSE	4157	636	9.4	15.3	179	*241	6.9	5.8	131	*395	12.1	9.5	230				
PEOPLE	7591	883	13.0	11.6	136	434	12.4	5.7	129	449	13.7	5.9	143				
PLAYBOY	8379	1185	17.5	14.1	165	515	14.7	6.1	139	670	20.5	8.0	194				
POPULAR HOT RODDING	2110	*354	5.2	16.8	196	**121	3.5	5.7	130	**233	7.1	11.0	267				
POPULAR MECHANICS	4850	543	8.0	11.2	131	*233	6.6	4.8	109	*310	9.5	6.4	155				
POPULAR SCIENCE	3397	390	5.8	11.5	134	*219	6.3	6.4	146	*171	5.2	5.0	122				
PREVENTION	1720	**153	2.3	8.9	104	**69	2.0	4.0	91	**85	2.6	4.9	120				
PSYCHOLOGY TODAY	1344	**123	1.8	9.2	107	**73	2.1	5.4	123	**51	1.6	3.8	92				
READER'S DIGEST	16016	1295	19.1	8.1	95	596	17.0	3.7	84	700	21.4	4.4	106				
REDBOOK	1121	**91	1.3	8.1	95	**62	1.8	5.5	125	**29	0.9	2.6	63				
ROAD & TRACK	2161	*353	5.2	16.3	191	**135	3.9	6.2	141	*218	6.7	10.1	244				
ROLLING STONE	1948	*295	4.4	15.1	177	**141	4.0	7.2	164	**154	4.7	7.9	191				
RUNNER'S WORLD	899	**99	1.5	11.0	129	**62	1.8	6.9	156	*36	1.1	4.0	97				
SATURDAY EVENING POST	841	**159	2.3	18.9	221	**72	2.1	8.6	194	**86	2.6	10.2	248				
SCIENCE 84	841	**117	1.7	13.9	163	**83	2.4	9.9	223	**34	1.0	4.0	98				
SCIENCE DIGEST	1194	**117	1.7	9.8	115	**103	2.9	8.6	195	**15	0.5	1.3	30				
SCIENTIFIC AMERICAN	1379	**143	2.1	10.4	121	**97	2.8	7.0	159	**46	1.4	3.3	81				
SELF	436	**156	2.3	35.8	418	**92	2.6	21.1	477	**65	2.0	14.9	361				
SEVENTEEN	614	**103	1.5	16.8	196	**54	1.5	8.8	199	**48	1.5	7.8	189				
SKI	910	**117	1.7	12.9	150	**76	2.2	8.4	189	**41	1.3	4.5	109				
SMITHSONIAN	2937	*269	4.0	9.2	107	**127	3.6	4.3	98	*142	4.3	4.8	117				
SOAP OPERA DIGEST	545	**108	1.6	19.8	232	**86	2.5	15.8	357	**21	0.6	3.9	93				
SOUTHERN LIVING	2054	*185	2.7	9.0	105	**70	2.0	3.4	77	**115	3.5	5.6	136				
SPORT	2799	412	6.1	14.7	172	*229	6.5	8.2	185	**183	5.6	6.5	158				
THE SPORTING NEWS	1938	*360	5.3	18.6	217	**163	4.7	8.4	190	**197	6.0	10.2	246				
SPORTS AFIELD	3125	339	5.0	10.8	127	**165	4.7	5.3	119	*174	5.3	5.6	135				
SPORTS ILLUSTRATED	11159	1255	18.5	11.2	132	558	15.9	5.0	113	697	21.3	6.2	151				
STAR	4095	485	7.2	11.8	139	*249	7.1	6.1	138	*235	7.2	5.7	139				
SUNDAY	25169	2114	31.2	8.4	98	1134	32.4	4.5	102	980	29.9	3.9	94				
SUNSET	1294	**162	2.4	12.5	146	**88	2.5	6.8	154	**74	2.3	5.7	138				
TV GUIDE	18508	1662	24.5	9.0	105	798	22.8	4.3	98	864	26.4	4.7	113				
TENNIS	645	**78	1.2	12.1	141	**50	1.4	7.8	175	**28	0.9	4.3	105				
TIME	12124	1017	15.0	8.4	98	562	16.0	4.6	105	455	13.9	3.8	91				
TOWN & COUNTRY	493	**73	1.1	14.8	173	**68	1.9	13.8	312	**5	0.2	1.0	25				
TRAVEL & LEISURE	1122	*183	2.7	16.3	191	**81	2.3	7.2	163	**102	3.1	9.1	220				
TRUE STORY	690	**156	2.3	22.6	264	**58	1.7	8.4	190	**99	3.0	14.3	347				
U.S. NEWS & WORLD REPORT	6571	609	9.0	9.3	108	314	9.0	4.8	108	295	9.0	4.5	109				
USA TODAY	3120	309	4.6	9.9	116	*139	4.0	4.5	101	*170	5.2	5.4	132				
US	1315	*253	3.7	19.2	225	**132	3.8	10.0	227	**121	3.7	9.2	223				
VOGUE	632	**116	1.7	18.4	215	**70	2.0	11.1	251	**46	1.4	7.3	176				
HALL STREET JOURNAL	4247	296	4.4	7.0	82	*128	3.7	3.0	68	*167	5.1	3.9	95				
HEIGHT WATCHERS	398	**41	0.6	10.3	120	**7	0.2	1.8	40	**34	1.0	8.5	207				
WOMAN'S DAY	1139	**105	1.5	9.2	108	**83	2.4	7.3	165	**21	0.6	1.8	45				
WORKING MOTHER	*298	**95	1.4	31.9	373	**59	1.7	19.8	448	**36	1.1	12.1	292				
WORKING WOMAN	327	**77	1.1	23.5	275	**51	1.5	15.6	353	**25	0.8	7.6	185				
WORLD TENNIS	397	**47	0.7	11.8	138	**43	1.2	10.8	245	**4	0.1	1.0	24				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1332	19.7	13.8	162	717	20.5	7.4	168	615	18.8	6.4	155				
BLAIR INSERTS	43762	3725	55.0	8.5	100	1905	54.4	4.4	98	1820	55.6	4.2	101				
DAILY NEWSPAPERS																	
READ ANY	52459	4376	64.6	8.3	98	2312	66.0	4.4	100	2064	63.0	3.9	95				
READ ONE	41891	3536	52.2	8.4	99	1874	53.5	4.5	101	1663	50.8	4.0	96				
READ TWO OR MORE	10568	840	12.4	7.9	93	438	12.5	4.1	94	401	12.2	3.8	92				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	4350	64.2	8.4	98	2246	64.1	4.3	98	2105	64.3	4.1	98				
READ ONE	44561	3784	55.8	8.5	99	1951	55.7	4.4	99	1833	56.0	4.1	100				
READ TWO OR MORE	7368	566	8.4	7.7	90	295	8.4	4.0	91	271	8.3	3.7	89				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.96				27.58				34.42							
30 DAY REACH	71522	6195	91.4	8.7	101	3136	89.5	4.4	99	3059	93.4	4.3	104				
50 SHWG - 30 DAY AV FREQ	15.55	16.45				14.80				18.12							
30 DAY REACH	68168	5831	86.0	8.6	100	2920	83.3	4.3	97	2911	88.9	4.3	103				
25 SHWG - 30 DAY AV FREQ	8.43	9.18				8.37				9.98							
30 DAY REACH	62898	5219	77.0	8.3	97	2571	73.4	4.1	92	2648	80.9	4.2	102				
CABLE TV: HOME WIRED	31664	2713	40.0	8.6	100	1128	32.2	3.6	81	1584	48.4	5.0	121				
HOME NOT WIRED	47599	4066	60.0	8.5	100	2376	67.8	5.0	113	1690	51.6	3.6	86				
HAVE PAY CABLE	17139	1600	23.6	9.3	109	629	18.0	3.7	83	971	29.7	5.7	137				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	8341	100.0	9.4	100	3643	100.0	4.1	100	4699	100.0	5.3	100				
FEMALE HOMEOWNERS	80986	7025	84.2	8.7	92	3168	87.0	3.9	95	3857	82.1	4.8	90				
EMPLOYED MOTHERS	18702	2138	25.6	11.4	121	822	22.6	4.4	107	1316	28.0	7.0	132				
18 - 24	14726	2051	24.6	13.9	148	874	24.0	5.9	144	1177	25.0	8.0	150				
25 - 34	20202	2621	31.4	13.0	138	827	22.7	4.1	99	1795	38.2	8.9	167				
35 - 44	14781	1234	14.8	8.3	89	632	17.3	4.3	104	602	12.8	4.1	77				
45 - 54	11449	966	11.6	8.4	89	*471	12.9	4.1	100	*494	10.5	4.3	81				
55 - 64	11846	763	9.1	6.4	68	*387	10.6	3.3	79	*376	8.0	3.2	60				
65 OR OLDER	15459	707	8.5	4.6	49	452	12.4	2.9	71	*255	5.4	1.6	31				
18 - 34	34928	4672	56.0	13.4	142	1700	46.7	4.9	118	2971	63.2	8.5	160				
18 - 49	55154	6440	77.2	11.7	124	2583	70.9	4.7	114	3857	82.1	7.0	132				
25 - 54	46433	4820	57.8	10.4	110	1930	53.0	4.2	101	2891	61.5	6.2	117				
35 - 49	20226	1768	21.2	8.7	93	883	24.2	4.4	106	886	18.9	4.4	82				
50 OR OLDER	33310	1901	22.8	5.7	61	1060	29.1	3.2	77	842	17.9	2.5	48				
GRADUATED COLLEGE	12110	1186	14.2	9.8	104	516	14.2	4.3	103	670	14.3	5.5	104				
ATTENDED COLLEGE	15309	1727	20.7	11.3	120	650	17.8	4.2	103	1077	22.9	7.0	132				
GRADUATED HIGH SCHOOL	36912	3487	41.8	9.4	100	1440	39.5	3.9	95	2047	43.6	5.5	104				
DID NOT GRADUATE HIGH SCHOOL	24134	1941	23.3	8.0	85	1036	28.4	4.3	104	905	19.3	3.7	71				
EMPLOYED FULL-TIME	35457	4087	49.0	11.5	122	1627	44.7	4.6	111	2460	52.4	6.9	131				
EMPLOYED PART-TIME	8514	866	10.4	10.2	108	*391	10.7	4.6	112	*475	10.1	5.6	105				
NOT EMPLOYED	44494	3388	40.6	7.6	81	1625	44.6	3.7	89	1763	37.5	4.0	75				
PROFESSIONAL/MANAGER	10811	1092	13.1	10.1	107	*418	11.5	3.9	94	*674	14.3	6.2	117				
TECH/CLERICAL/SALES	19640	2378	28.5	12.1	128	964	26.5	4.9	119	1414	30.1	7.2	136				
PRECISION/CRAFT	1023	*669	0.8	6.7	72	*553	1.5	5.2	126	*115	0.3	1.5	28				
OTHER EMPLOYED	12498	1416	17.0	11.3	120	583	16.0	4.7	113	833	17.7	6.7	125				
SINGLE	15995	2374	28.5	14.8	157	1095	30.1	6.8	166	1279	27.2	8.0	151				
MARRIED	51689	4374	52.4	8.5	90	1715	47.1	3.3	81	2659	56.6	5.1	97				
DIVORCED/SEPARATED/WIDOWED	20780	1594	19.1	7.7	81	833	22.9	4.0	97	761	16.2	3.7	69				
PARENTS	33922	3335	40.0	9.8	104	1385	38.0	4.1	99	1950	41.5	5.7	108				
WHITE	76422	7010	84.0	9.2	97	2840	78.0	3.7	90	4170	88.7	5.5	103				
BLACK	10066	1083	13.0	10.8	114	608	16.7	6.0	147	*475	10.1	4.7	89				
OTHER	1976	**249	3.0	12.6	134	**195	5.4	9.9	240	**54	1.1	2.7	51				
NORTHEAST-CENSUS	19803	1827	21.9	9.2	98	1011	27.8	5.1	124	816	17.4	4.1	78				
NORTH CENTRAL	22181	2085	25.0	9.4	100	907	24.9	4.1	99	1178	25.1	5.3	100				
SOUTH	30082	2400	28.8	8.0	85	987	27.1	3.3	80	1413	30.1	4.7	88				
WEST	16398	2031	24.3	12.4	131	738	20.3	4.5	109	1293	27.5	7.9	148				
NORTHEAST-MKTG.	20163	1962	23.5	9.7	103	1109	30.4	5.5	134	853	18.2	4.2	80				
EAST CENTRAL	13054	1217	14.6	9.3	99	512	14.1	3.9	95	706	15.0	5.4	102				
WEST CENTRAL	14993	1374	16.5	9.2	97	583	16.0	3.9	94	791	16.8	5.3	99				
SOUTH	25785	1923	23.1	7.5	79	804	22.1	3.1	76	1119	23.8	4.3	82				
PACIFIC	14470	1867	22.4	12.9	137	636	17.5	4.4	107	1231	26.2	8.5	160				
COUNTY SIZE A	36705	4310	51.7	11.7	125	1956	53.7	5.3	129	2354	50.1	6.4	121				
COUNTY SIZE B	26819	2282	27.4	8.5	90	1059	29.1	3.9	96	1223	26.0	4.6	86				
COUNTY SIZE C	13597	1059	12.7	7.8	83	*411	11.3	3.0	73	648	13.8	4.8	90				
COUNTY SIZE D	11344	690	8.3	6.1	65	*217	6.0	1.9	46	*473	10.1	4.2	78				
METRO CENTRAL CITY	26825	2855	34.2	10.6	113	1461	40.1	5.4	132	1395	29.7	5.2	98				
METRO SUBURBAN	39912	4021	48.2	10.1	107	1733	47.6	4.3	105	2288	48.7	5.7	108				
NON METRO	21728	1465	17.6	6.7	72	*450	12.4	2.1	50	1016	21.6	4.7	88				
TOP 5 ADI'S	20847	2751	33.0	13.2	140	1241	34.1	6.0	145	1510	32.1	7.2	136				
TOP 10 ADI'S	28719	3275	39.3	11.4	121	1586	43.5	5.5	134	1688	35.9	5.9	111				
TOP 20 ADI'S	40904	4337	52.0	10.6	112	2010	55.2	4.9	119	2328	49.5	5.7	107				
HSGLD INC. \$50,000 OR MORE	7931	924	11.1	11.7	124	*340	9.3	4.3	104	*584	12.4	7.4	139				
\$40,000 OR MORE	15233	1669	20.0	11.0	116	*685	18.8	4.5	109	984	20.9	6.5	122				
\$30,000 OR MORE	28333	2950	35.4	10.4	110	1178	32.3	4.2	101	1772	37.7	6.3	118				
\$25,000 OR MORE	36417	3819	45.8	10.5	111	1477	40.5	4.1	98	2342	49.8	6.4	121				
\$20,000 - \$24,999	9943	932	11.2	9.4	99	*467	12.8	4.7	114	*465	9.9	4.7	88				
\$15,000 - \$19,999	9211	960	11.5	10.4	111	*371	10.2	4.0	98	*589	12.5	6.4	120				
\$10,000 - \$14,999	13477	1141	13.7	8.5	90	549	15.1	4.1	99	593	12.6	4.4	83				
UNDER \$10,000	19418	1489	17.9	7.7	81	779	21.4	4.0	97	710	15.1	3.7	69				
HOUSEHOLD OF 1 PERSON	11987	812	9.7	6.8	72	499	13.7	4.2	101	313	6.7	2.6	49				
2 PEOPLE	27046	2573	30.8	9.5	101	1063	29.2	3.9	95	1510	32.1	5.6	105				
3 OR 4 PEOPLE	34251	3187	38.2	9.3	99	1300	35.7	3.8	92	1887	40.2	5.5	104				
5 OR MORE PEOPLE	15180	1769	21.2	11.7	124	*780	21.4	5.1	125	*989	21.0	6.5	123				
NO CHILD IN HSHLD	49819	4322	51.8	8.7	92	2003	55.0	4.0	98	2319	49.4	4.7	88				
CHILD(REN) UNDER 2 YRS	6045	*408	4.9	6.7	72	*176	4.8	2.9	71	*233	5.0	3.9	73				
2 - 5 YEARS	15233	1746	20.9	11.5	122	714	19.6	4.7	114	1032	22.0	6.8	128				
6 - 11 YEARS	16260	1747	20.9	10.7	114	766	21.0	4.7	114	981	20.9	6.0	114				
12 - 17 YEARS	19173	2032	24.4	10.6	112	869	23.9	4.5	110	1163	24.7	6.1	114				
RESIDENCE OWNED	61371	5213	62.5	8.5	90	2133	58.6	3.5	84	3080	65.5	5.0	94				
VALUE: \$50,000 OR MORE	35355	3244	38.9	9.2	97	1450	39.8	4.1	100	1794	38.2	5.1	96				
VALUE: UNDER \$50,000	26016	1969	23.6	7.6	80	683	18.7	2.6	64	1286	27.4	4.9	93				

			TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALES			88464	8341	100.0	9.4	100	3643	100.0	4.1	100	4699	100.0	5.3	100				
MAGAZINES	QUINTILE 1	17988	2301	27.6	12.8	136	969	26.6	5.4	131	1333	28.4	7.4	140					
	QUINTILE 2	19446	2171	26.0	11.2	118	858	23.6	4.4	107	1313	27.9	6.8	127					
	QUINTILE 3	14626	1136	13.6	7.8	82	540	14.8	3.7	90	597	12.7	4.1	77					
	QUINTILE 4	16014	1281	15.4	8.0	85	*402	11.0	2.5	61	878	18.7	5.5	103					
	QUINTILE 5	20389	1452	17.4	7.1	76	874	24.0	4.3	104	*578	12.3	2.8	53					
NEWSPAPERS	QUINTILE 1	13830	1275	15.3	9.2	98	676	18.6	4.9	119	599	12.7	4.3	82					
	QUINTILE 2	26350	2374	28.5	9.0	96	966	26.5	3.7	89	1408	30.0	5.3	101					
	QUINTILE 3	12415	1459	17.5	11.8	125	605	16.6	4.9	118	853	18.2	6.9	129					
	QUINTILE 4	21911	1871	22.4	8.5	91	686	18.8	3.1	76	1185	25.2	5.4	102					
	QUINTILE 5	13960	1363	16.3	9.8	104	710	19.5	5.1	124	*653	13.9	4.7	88					
OUTDOOR	QUINTILE 1	16810	2113	25.3	12.6	133	716	19.7	4.3	103	1397	29.7	8.3	156					
	QUINTILE 2	17101	1525	18.3	8.9	95	751	20.6	4.4	107	774	16.5	4.5	85					
	QUINTILE 3	17579	1701	20.4	9.7	103	700	19.2	4.0	97	1001	21.3	5.7	107					
	QUINTILE 4	18343	1464	17.6	8.0	85	732	20.1	4.0	97	732	15.6	4.0	75					
	QUINTILE 5	18631	1538	18.4	8.3	88	743	20.4	4.0	97	795	16.9	4.3	80					
RADIO-DRIVE TIME	QUINTILE 1	17390	1810	21.7	10.4	110	679	18.6	3.9	95	1131	24.1	6.5	122					
	QUINTILE 2	16591	1800	21.6	10.8	115	782	21.5	4.7	114	1018	21.7	6.1	116					
	QUINTILE 3	16910	1740	20.9	10.3	109	748	20.5	4.4	107	992	21.1	5.9	110					
	QUINTILE 4	18002	1832	22.0	10.2	108	867	23.8	4.8	117	965	20.5	5.4	101					
	QUINTILE 5	19572	1159	13.9	5.9	63	567	15.6	2.9	70	592	12.6	3.0	57					
RADIO-MID- DAY	TERCILE 1	23248	2275	27.3	9.8	104	805	22.1	3.5	84	1470	31.3	6.3	119					
	TERCILE 2	23667	2326	27.9	9.8	104	972	26.7	4.1	100	1353	28.8	5.7	108					
	TERCILE 3	41549	3741	44.9	9.0	95	1865	51.2	4.5	109	1876	39.9	4.5	85					
RADIO-TOTAL	QUINTILE 1	17786	1732	20.8	9.7	103	664	18.2	3.7	91	1068	22.7	6.0	113					
	QUINTILE 2	17316	2006	24.0	11.6	123	783	21.5	4.5	110	1222	26.0	7.1	133					
	QUINTILE 3	18428	1920	23.0	10.4	111	973	26.7	5.3	128	946	20.1	5.1	97					
	QUINTILE 4	17669	1734	20.8	9.8	104	741	20.3	4.2	102	993	21.1	5.6	106					
	QUINTILE 5	17265	950	11.4	5.5	58	482	13.2	2.8	68	*468	10.0	2.7	51					
TV-PRIME TIME	QUINTILE 1	17416	1661	19.9	9.5	101	772	21.2	4.4	108	889	18.9	5.1	96					
	QUINTILE 2	17413	1586	19.0	9.1	97	821	22.5	4.7	114	765	16.3	4.4	83					
	QUINTILE 3	17943	1690	20.3	9.4	100	689	18.9	3.8	93	1001	21.3	5.6	105					
	QUINTILE 4	18442	1894	22.7	10.3	109	793	21.8	4.3	104	1102	23.5	6.0	112					
	QUINTILE 5	17250	1510	18.1	8.8	93	569	15.6	3.3	80	941	20.0	5.5	103					
TV-DAYTIME	TERCILE 1	29966	2825	33.9	9.4	100	1258	35.4	4.3	104	1537	32.7	5.1	97					
	TERCILE 2	29480	2543	30.5	8.6	91	1057	29.0	3.6	87	1486	31.6	5.0	95					
	TERCILE 3	29018	2973	35.6	10.2	109	1298	35.6	4.5	109	1675	35.6	5.8	109					
TV-TOTAL	QUINTILE 1	17740	1693	20.3	9.5	101	863	23.7	4.9	118	830	17.7	4.7	88					
	QUINTILE 2	17674	1557	18.7	8.8	93	596	16.4	3.4	82	961	20.5	5.4	102					
	QUINTILE 3	17730	1899	22.8	10.7	114	904	24.8	5.1	124	995	21.2	5.6	106					
	QUINTILE 4	17563	1696	20.3	9.7	102	637	17.5	3.6	88	1059	22.5	6.0	114					
	QUINTILE 5	17757	1497	17.9	8.4	89	644	17.7	3.6	88	854	18.2	4.8	91					
MAGAZINES-NEWSPAPERS: DUAL			23278	2493	29.9	10.7	114	1116	30.6	4.8	116	1377	29.3	5.9	111				
MAGAZINE IMPERATIVE			21634	2569	30.8	11.9	126	974	26.7	4.5	109	1595	33.9	7.4	139				
NEWSPAPER IMPERATIVE			23455	1838	22.0	7.8	83	867	23.8	3.7	90	970	20.6	4.1	78				
MAGAZINES-OUTDOOR: DUAL			17482	2009	24.1	11.5	122	798	21.9	4.6	111	1211	25.8	6.9	130				
MAGAZINE IMPERATIVE			28830	3074	36.9	10.7	113	1367	37.5	4.7	115	1707	36.3	5.9	111				
OUTDOOR IMPERATIVE			26119	2264	27.1	8.7	92	955	26.2	3.7	89	1309	27.9	5.0	94				
MAGAZINES-RADIO: DUAL			20162	2515	30.2	12.5	132	962	26.4	4.8	116	1553	33.0	7.7	145				
MAGAZINE IMPERATIVE			26292	2546	30.5	9.7	103	1187	32.6	4.5	110	1360	28.9	5.2	97				
RADIO IMPERATIVE			25308	2174	26.1	8.6	91	945	25.9	3.7	91	1228	26.1	4.9	91				
MAGAZINES-TELEVISION: DUAL			17312	2015	24.2	11.6	123	793	21.8	4.6	111	1221	26.0	7.1	133				
MAGAZINE IMPERATIVE			29099	3180	38.1	10.9	116	1330	36.5	4.6	111	1850	39.4	6.4	120				
TELEVISION IMPERATIVE			27505	2022	24.2	7.4	78	1052	28.9	3.8	93	970	20.6	3.5	66				
NEWSPAPERS-OUTDOOR: DUAL			18628	1880	22.5	10.1	107	767	21.1	4.1	100	1113	23.7	6.0	112				
NEWSPAPER IMPERATIVE			29178	2509	30.1	8.6	91	1223	33.6	4.2	102	1286	27.4	4.4	83				
OUTDOOR IMPERATIVE			25260	2768	33.2	11.0	116	1100	30.2	4.4	106	1668	35.5	6.6	124				
NEWSPAPERS-RADIO: DUAL			19246	2001	24.0	10.4	110	854	23.4	4.4	108	1147	24.4	6.0	112				
NEWSPAPER IMPERATIVE			28155	2451	29.4	8.7	92	1197	32.9	4.3	103	1254	26.7	4.5	84				
RADIO IMPERATIVE			25308	2771	33.2	10.9	116	1130	31.0	4.5	108	1641	34.9	6.5	122				
NEWSPAPERS-TELEVISION: DUAL			18615	1880	22.5	10.1	107	836	22.9	4.5	109	1044	22.2	5.6	106				
NEWSPAPER IMPERATIVE			29207	2782	33.4	9.5	101	1236	33.9	4.2	103	1545	32.9	5.3	100				
TELEVISION IMPERATIVE			25472	2331	27.9	9.2	97	1046	28.7	4.1	100	1285	27.3	5.0	95				
OUTDOOR-RADIO: DUAL			17292	2110	25.3	12.2	129	784	21.5	4.5	110	1326	28.2	7.7	144				
OUTDOOR IMPERATIVE			26915	2453	29.4	9.1	97	1092	30.0	4.1	99	1362	29.0	5.1	95				
RADIO IMPERATIVE			28938	2687	32.2	9.3	98	1176	32.3	4.1	99	1511	32.2	5.2	98				
OUTDOOR-TELEVISION: DUAL			16112	1806	21.7	11.2	119	712	19.5	4.4	107	1095	23.3	6.8	128				
OUTDOOR IMPERATIVE			28228	2853	34.2	10.1	107	1137	31.2	4.0	98	1716	36.5	6.1	114				
TELEVISION IMPERATIVE			30024	2510	30.1	8.4	89	1210	33.2	4.0	98	1300	27.7	4.3	82				
RADIO-TELEVISION: DUAL			17803	1930	23.1	10.8	115	884	24.3	5.0	121	1046	22.3	5.9	111				
RADIO IMPERATIVE			28338	2984	35.8	10.5	112	1161	31.9	4.1	99	1823	38.8	6.4	121				
TELEVISION IMPERATIVE			28445	2346	28.1	8.2	87	1083	29.7	3.8	92	1264	26.9	4.4	84				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES	88464	8341	100.0	9.4	100	3643	100.0	4.1	100	4699	100.0	5.3	100				
ATLANTIC MONTHLY	415	**35	0.4	8.4	89	**14	0.4	3.4	82	**21	0.4	5.1	95				
BARRON'S	522	**114	1.4	21.8	232	**34	0.9	6.5	158	**80	1.7	15.3	289				
BETTER HOMES & GARDENS	17429	1787	21.4	10.3	109	804	22.1	4.6	112	983	20.9	5.6	106				
BON APPETIT	2772	292	3.5	10.5	112	**101	2.8	3.6	88	**191	4.1	6.9	130				
BUSINESS WEEK	1469	*215	2.6	14.6	155	**71	1.9	4.8	117	**144	3.1	9.8	185				
CAR AND DRIVER	397	**73	0.9	18.4	195	**47	1.3	11.8	287	**26	0.6	6.5	123				
CBS MAGAZINE NETWORK (GROSS)	1633	*257	3.1	15.7	167	**114	3.1	7.0	170	**143	3.0	8.8	165				
CHANGING TIMES	1554	*209	2.5	13.4	143	**54	1.5	3.5	84	*154	3.3	9.9	187				
COLONIAL HOMES	1304	*209	2.5	16.0	170	**77	2.1	5.9	143	**132	2.8	10.1	191				
CONDE NAST MAG. PKG. (GROSS)	17858	2571	30.8	14.4	153	1058	29.0	5.9	144	1512	32.2	8.5	159				
CONSUMERS DIGEST	1406	*141	1.7	10.0	106	**60	1.6	4.3	104	**80	1.7	5.7	107				
COSMOPOLITAN	8815	1374	16.5	15.6	165	522	14.3	5.9	144	851	18.1	9.7	182				
COUNTRY LIVING	2636	*302	3.6	11.5	122	**95	2.6	3.6	88	*207	4.4	7.9	148				
CUISINE	1554	*154	1.8	9.9	105	**69	1.9	4.4	108	**85	1.8	5.5	103				
CYCLE WORLD	469	**83	1.0	17.7	188	**45	1.2	9.6	233	**38	0.8	8.1	153				
DCI:CREATIVE IDEAS FOR LIV	2631	327	3.9	12.4	132	**95	2.6	3.6	88	*231	4.9	8.8	165				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	806	9.7	11.4	121	280	7.7	4.0	96	526	11.2	7.4	140				
DISCOVER	998	**140	1.7	14.0	149	**39	1.1	3.9	95	**101	2.1	10.1	191				
EBONY	4289	516	6.2	12.0	128	286	7.9	6.7	162	*231	4.9	5.4	101				
ESQUIRE	1176	*142	1.7	12.1	128	**70	1.9	6.0	145	**72	1.5	6.1	115				
ESSENCE	2392	407	4.9	17.0	180	*214	5.9	8.9	217	*193	4.1	8.1	152				
FAMILY CIRCLE	17209	1648	19.8	9.6	102	639	17.5	3.7	90	1010	21.5	5.9	110				
THE FAMILY HANDYMAN	1184	*208	2.5	17.6	186	**121	3.3	10.2	248	**87	1.9	7.3	138				
FAMILY WEEKLY	12391	971	11.6	7.8	83	401	11.0	3.2	79	570	12.1	4.6	87				
FIELD & STREAM	2438	*341	4.1	14.0	148	**99	2.7	4.1	99	*242	5.2	9.9	187				
FOOD & WINE	614	**105	1.3	17.1	181	**36	1.0	5.9	142	**69	1.5	11.2	212				
FORBES	813	**155	1.9	19.1	202	**30	0.8	3.7	90	**125	2.7	15.4	289				
FORTUNE	1083	**171	2.1	15.8	167	**41	1.1	3.8	92	**130	2.8	12.0	226				
GENTLEMEN'S QUARTERLY	1197	*234	2.8	19.5	207	**94	2.6	7.9	191	**140	3.0	11.7	220				
GLAMOUR	6625	1087	13.0	16.4	174	407	11.2	6.1	149	680	14.5	10.3	193				
GOLF DIGEST	707	**139	1.7	19.7	209	**83	2.3	11.7	285	**57	1.2	8.1	152				
GOLF DIGEST/TENNIS (GROSS)	1316	*212	2.5	16.1	171	*143	3.9	10.9	264	**69	1.5	5.2	99				
GOLF MAGAZINE	469	**79	0.9	16.8	179	**36	1.0	7.7	186	**43	0.9	9.2	173				
GOLF MAGAZINE/SKI (GROSS)	1060	*210	2.5	19.8	210	**100	2.7	9.4	229	**110	2.3	10.4	195				
GOOD HOUSEKEEPING	17784	1680	20.1	9.4	100	695	19.1	3.9	95	985	21.0	5.5	104				
HARPER'S BAZAAR	2931	437	5.2	14.9	158	*157	4.3	5.4	130	*280	6.0	9.6	180				
HEALTH	2199	*365	4.4	16.6	176	**93	2.6	4.2	103	*272	5.8	12.4	233				
HEARST MAG CORP. BUY (GROSS)	49148	6111	73.3	12.4	132	2318	63.6	4.7	115	3793	80.7	7.7	145				
HEARST MAN POWER (GROSS)	2113	317	3.8	15.0	159	**92	2.5	4.4	106	*225	4.8	10.6	200				
HEARST WOMAN POWER (GROSS)	35062	4075	48.9	11.6	123	1604	44.0	4.6	111	2471	52.6	7.0	133				
HOUSE BEAUTIFUL	3865	622	7.5	16.1	171	*249	6.8	6.4	156	373	7.9	9.7	182				
INC.	315	**79	0.9	25.1	266	**21	0.6	6.7	162	**58	1.2	18.4	347				
JET	3690	442	5.3	12.0	127	276	7.6	7.5	182	*166	3.5	4.5	85				
LADIES' HOME JOURNAL	12930	1446	17.3	11.2	119	601	16.5	4.6	113	845	18.0	6.5	123				
LHJ FAMILY GRP COMBO(GROSS)	18161	2286	27.4	12.6	134	869	23.9	4.8	116	1417	30.2	7.8	147				
LIFE	5065	520	6.2	10.3	109	235	6.5	4.6	113	*285	6.1	5.6	106				
L.A. TIMES HOME MAGAZINE	1310	*249	3.0	19.0	202	**25	0.7	1.9	46	*223	4.7	17.0	320				
MADEMOISELLE	3759	487	5.8	13.0	137	*180	4.9	4.8	116	*307	6.5	8.2	154				
MC CALL'S	14658	1583	19.0	10.8	115	697	19.1	4.8	115	886	18.9	6.0	114				
MC CALL'S/MRK MOTHER (GROSS)	15857	1731	20.8	10.9	116	772	21.2	4.9	118	959	20.4	6.0	114				
MECHANIX ILLUSTRATED	809	**150	1.8	18.5	197	**115	3.2	14.2	345	**36	0.8	4.4	84				
METROPOLITAN HOME	1009	*108	1.3	10.7	114	**58	1.6	5.7	140	**50	1.1	5.0	93				
MONEY	1707	*177	2.1	10.4	110	**56	1.5	3.3	80	**121	2.6	7.1	133				
MOTHER EARTH NEWS	1123	*149	1.8	13.3	141	**67	1.8	6.0	145	**82	1.7	7.3	137				
MS.	932	*208	2.5	22.3	237	**62	1.7	6.7	162	**146	3.1	15.7	295				
NATIONAL ENQUIRER	11971	1346	16.1	11.2	119	598	16.4	5.0	121	748	15.9	6.2	118				
NATIONAL GEOGRAPHIC	10503	1122	13.5	10.7	113	457	12.5	4.4	106	665	14.2	6.3	119				
NATIONAL SUNDAY MAGAZINE PKG	54325	5336	64.0	9.8	104	2277	62.5	4.2	102	3059	65.1	5.6	106				
NATURAL HISTORY	626	**79	0.9	12.6	134	**42	1.2	6.7	163	**37	0.8	5.9	111				
NEW WOMAN	1992	238	2.9	11.9	127	*108	3.0	5.4	132	*130	2.8	6.5	123				
NEW YORK INCLUDING CUE	547	**86	1.0	15.7	167	**28	0.8	5.1	124	**58	1.2	10.6	200				
THE NEW YORKER	1380	*173	2.1	12.5	133	**75	2.1	5.4	132	**98	2.1	7.1	134				
NEWSWEEK	6925	782	9.4	11.3	120	318	8.7	4.6	112	464	9.9	6.7	126				
THE N.Y. TIMES DAILY EDITION	1363	**64	0.8	4.7	50	**41	1.1	3.0	73	**24	0.5	1.8	33				
THE N.Y. TIMES MAGAZINE	2333	*117	1.4	5.0	53	**62	1.7	2.7	65	**55	1.2	2.4	44				
OMNI	872	*163	2.0	18.7	198	**35	1.0	4.0	97	**128	2.7	14.7	276				
ON CABLE	1298	*230	2.8	17.7	188	**92	2.5	7.1	172	**138	2.9	10.6	200				
1001 HOME IDEAS	3032	475	5.7	15.7	166	*175	4.8	5.8	140	*301	6.4	9.9	187				
ORGANIC GARDENING	1680	*138	1.7	8.2	87	**51	1.4	3.0	74	**87	1.9	5.2	97				
OUTDOOR LIFE	960	*208	2.5	21.7	230	**81	2.2	8.4	205	**127	2.7	13.2	249				
PARADE MAGAZINE	26755	2728	32.7	10.2	108	1287	35.3	4.8	117	1442	30.7	5.4	101				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALES	88464	8341	100.0	9.4	100	3643	100.0	4.1	100	4699	100.0	5.3	100				
PARENTS	4173	500	6.0	12.0	127	*147	4.0	3.5	86	353	7.5	8.5	159				
PENTHOUSE	973	*174	2.1	17.9	190	**99	2.7	10.2	247	**76	1.6	7.8	147				
PEOPLE	13479	1814	21.7	13.5	143	771	21.2	5.7	139	1043	22.2	7.7	146				
PLAYBOY	2183	342	4.1	15.7	166	*119	3.3	5.5	132	*222	4.7	10.2	191				
POPULAR HOT RODDING	388	**58	0.7	14.9	159	**18	0.5	4.6	113	**40	0.9	10.3	194				
POPULAR MECHANICS	1037	*140	1.7	13.5	143	**54	1.5	5.2	126	**86	1.8	8.3	156				
POPULAR SCIENCE	920	**120	1.4	13.0	138	**47	1.3	5.1	124	**73	1.6	7.9	149				
PREVENTION	4071	316	3.8	7.8	82	*124	3.4	3.0	74	*192	4.1	4.7	89				
PSYCHOLOGY TODAY	1940	*204	2.4	10.5	112	**68	1.9	3.5	85	*136	2.9	7.0	132				
READER'S DIGEST	24031	2369	28.4	9.9	105	944	25.9	3.9	95	1425	30.3	5.9	112				
REDBOOK	8464	1022	12.3	12.1	128	387	10.6	4.6	111	635	13.5	7.5	141				
ROAD & TRACK	429	**89	1.1	20.7	220	**37	1.0	8.6	209	**52	1.1	12.1	228				
ROLLING STONE	1355	*317	3.8	23.4	248	**125	3.4	9.2	224	**192	4.1	14.2	267				
RUNNER'S WORLD	329	**51	0.6	15.5	164	**33	0.9	10.0	244	*118	0.4	5.5	103				
SATURDAY EVENING POST	1268	*155	1.9	12.2	130	**68	1.9	5.4	130	**86	1.8	6.8	128				
SCIENCE 84	702	**93	1.1	13.2	141	**18	0.5	2.6	62	**75	1.6	10.7	201				
SCIENCE DIGEST	553	**79	0.9	14.3	152	**16	0.4	2.9	70	**63	1.3	11.4	214				
SCIENTIFIC AMERICAN	615	**57	0.7	9.3	98	**25	0.7	4.1	99	**32	0.7	5.2	98				
SELF	2683	420	5.0	15.7	166	*175	4.8	6.5	158	*245	5.2	9.1	172				
SEVENTEEN	3309	513	6.2	15.5	164	*184	5.1	5.6	135	*329	7.0	9.9	187				
SKI	591	**130	1.6	22.0	233	**64	1.8	10.8	263	**66	1.4	11.2	210				
SMITHSONIAN	3039	444	5.3	14.6	155	*159	4.4	5.2	127	*285	6.1	9.4	177				
SOAP OPERA DIGEST	3683	516	6.2	14.0	149	264	7.2	7.2	174	*252	5.4	6.8	129				
SOUTHERN LIVING	4434	479	5.7	10.8	115	*185	5.1	4.2	101	*294	6.3	6.6	125				
SPORT	701	**176	2.1	25.1	266	**54	1.5	7.7	187	**122	2.6	17.4	328				
THE SPORTING NEWS	518	**155	1.9	29.9	317	**64	1.8	12.4	300	**91	1.9	17.6	331				
SPORTS AFIELD	523	**98	1.2	18.7	199	**22	0.6	4.2	102	**76	1.6	14.5	274				
SPORTS ILLUSTRATED	3325	524	6.3	15.8	167	*209	5.7	6.3	153	*315	6.7	9.5	178				
STAR	8567	921	11.0	10.8	114	409	11.2	4.8	116	512	10.9	6.0	113				
SUNDAY	27630	2719	32.6	9.8	104	1369	37.6	5.0	120	1350	28.7	4.9	92				
SUNSET	2219	*215	2.6	9.7	103	**54	1.5	2.4	59	**161	3.4	7.3	137				
TV GUIDE	24258	2749	33.0	11.3	120	1139	31.3	4.7	114	1609	34.2	6.6	125				
TENNIS	609	**73	0.9	12.0	127	**60	1.6	9.9	239	**13	0.3	2.1	40				
TIME	9929	1110	13.3	11.2	119	444	12.2	4.5	109	667	14.2	6.7	126				
TOWN & COUNTRY	1062	*127	1.5	12.0	127	**31	0.9	2.9	71	**96	2.0	9.0	170				
TRAVEL & LEISURE	1051	*174	2.1	16.6	176	**75	2.1	7.1	173	**99	2.1	9.4	177				
TRUE STORY	3946	510	6.1	12.9	137	*242	6.6	6.1	149	*268	5.7	6.8	128				
U.S. NEWS & WORLD REPORT	3782	346	4.1	9.1	97	*132	3.6	3.5	85	*214	4.6	5.7	107				
USA TODAY	1874	*144	1.7	7.7	81	**66	1.8	3.5	86	**78	1.7	4.2	78				
US	2213	353	4.2	16.0	169	*144	4.0	6.5	158	*209	4.4	9.4	178				
VOGUE	4792	576	6.9	12.0	127	296	8.1	6.2	150	280	6.0	5.8	110				
MALL STREET JOURNAL	2045	*298	3.6	14.6	155	**183	5.0	8.9	217	**116	2.5	5.7	107				
WEIGHT WATCHERS	2364	279	3.3	11.8	125	*153	4.2	6.5	157	*126	2.7	5.3	100				
WOMAN'S DAY	15182	1422	17.0	9.4	99	643	17.7	4.2	103	779	16.6	6.1	97				
WORKING MOTHER	1198	*148	1.8	12.4	131	**75	2.1	6.3	152	**73	1.6	6.1	115				
WORKING WOMAN	1523	*241	2.9	15.8	168	**101	2.8	6.6	161	**140	3.0	9.2	173				
WORLD TENNIS	*183	**25	0.3	13.7	145	**20	0.5	10.9	265	**4	0.1	2.2	41				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	387	4.6	13.9	148	*169	4.6	6.1	148	*218	4.6	7.9	148				
BLAIR INSERTS	47909	4751	57.0	9.9	105	2033	55.8	4.2	103	2718	57.8	5.7	107				
DAILY NEWSPAPERS																	
READ ANY	56731	5278	63.3	9.3	99	2275	62.4	4.0	97	3004	63.9	5.3	100				
READ ONE	47696	4420	53.0	9.3	98	1791	49.2	3.8	91	2629	55.9	5.5	104				
READ TWO OR MORE	9034	858	10.3	9.5	101	483	13.3	5.3	130	375	8.0	4.2	78				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	5456	65.4	9.5	100	2345	64.4	4.1	99	3111	66.2	5.4	101				
READ ONE	50513	4818	57.8	9.5	101	1982	54.4	3.9	95	2837	60.4	5.6	106				
READ TWO OR MORE	7219	638	7.6	8.8	94	364	10.0	5.0	122	274	5.8	3.8	71				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	30.91				27.48				33.61							
30 DAY REACH	78184	7557	90.6	9.7	103	3333	91.5	4.3	104	4225	89.9	5.4	102				
50 SHWG - 30 DAY AV FREQ	14.80	16.12				14.53				17.35							
30 DAY REACH	74239	7273	87.2	9.8	104	3159	86.7	4.3	103	4114	87.6	5.5	104				
25 SHWG - 30 DAY AV FREQ	8.05	8.78				8.04				9.33							
30 DAY REACH	68254	6696	80.3	9.8	104	2839	77.9	4.2	101	3858	82.1	5.7	106				
CABLE TV: HOME WIRED	35215	3554	42.6	10.1	107	1384	38.0	3.9	95	2170	46.2	6.2	116				
HOME NOT WIRED	53250	4788	57.4	9.0	95	2259	62.0	4.2	103	2529	53.8	4.7	89				
HAVE PAY CABLE	17885	2052	24.6	11.5	122	751	20.6	4.2	102	1301	27.7	7.3	137				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PREPARED COCKTAIL MIXES WITHOUT LIQUOR
(EXCLUDING CLUB SODA, TONIC, ETC.)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-17

		'000	%	UNWEIGHTED						
2A. DO YOU YOURSELF DRINK THEM?										
YES		12760	7.6	1475						
NO		154967	92.4	17635						
		ALL		SOLE		PRIMARY		SECONDARY		
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO										
2B. WHAT TYPES DO YOU DRINK?										
POWDER		4103	2.4	2561	1.5	970	.6	572	.3	499
LIQUID		9372	5.6	7830	4.7	981	.6	561	.3	1063
DO NOT KNOW		827	.5							88
2C. WHICH BRANDS DO YOU DRINK?										
BAR-TENDER'S INSTANT		2915	1.7	1392	.8	1076	.6	447	.3	350
DON THE BEACHCOMBER		400	.2	124	.1	207	.1	68	*	45
HOLLAND HOUSE		4008	2.4	1965	1.2	1394	.8	650	.4	469
MR. & MRS. T		3148	1.9	1580	.9	1284	.8	284	.2	384
PARTY TYME		1621	1.0	727	.4	486	.3	408	.2	187
SNAP-E-TOM		1493	.9	624	.4	429	.3	440	.3	179
OTHER BRANDS		3407	2.0	2401	1.4	650	.4	356	.2	360
DO NOT KNOW		339	.2							38

IN LAST 7 DAYS

		'000	%	UNWEIGHTED
2D. ABOUT HOW MANY DRINKS OR GLASSES OF THEM DID YOU HAVE IN THE LAST 7 DAYS AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?				
8 OR MORE	H	382	.2	51
7	H	281	.2	30
5 - 6	H	427	.3	52
3 - 4	H	857	.5	118
2	H	1465	.9	192
1	H	1450	.9	161
NONE	L	7898	4.7	871

IN LAST 30 DAYS

'000	%	UNWEIGHTED
974	.6	125
472	.3	55
1013	.6	111
1643	1.0	202
2015	1.2	218
1645	1.0	194
4999	3.0	570

... AND HOW MANY DRINKS OR GLASSES DID YOU HAVE IN THE LAST 30 DAYS?

8 OR MORE
7
5 - 6
3 - 4
2
1
NONE

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	12760	100.0	7.6	100	4861	100.0	2.9	100	7898	100.0	4.7	100				
MALES	79263	5789	45.4	7.3	96	2465	50.7	3.1	107	3324	42.1	4.2	89				
FEMALES	88464	6970	54.6	7.9	104	2397	49.3	2.7	93	4574	57.9	5.2	110				
18 - 24	28671	2489	19.5	8.7	114	982	20.2	3.4	118	1507	19.1	5.3	112				
25 - 34	39536	3618	28.4	9.2	120	1152	23.7	2.9	101	2466	31.2	6.2	132				
35 - 44	28978	2583	20.2	8.9	117	943	19.4	3.3	112	1640	20.8	5.7	120				
45 - 54	22345	1800	14.1	8.1	106	805	16.6	3.6	124	995	12.6	4.5	95				
55 - 64	22224	1304	10.2	5.9	77	436	9.0	2.0	68	869	11.0	3.9	83				
65 OR OLDER	25973	966	7.6	3.7	49	544	11.2	2.1	72	422	5.3	1.6	35				
18 - 34	68207	6107	47.9	9.0	118	2134	43.9	3.1	108	3973	50.3	5.8	124				
18 - 49	108058	9715	76.1	9.0	118	3481	71.6	3.2	111	6234	78.9	5.8	123				
25 - 54	90859	8001	62.7	8.8	116	2900	59.7	3.2	110	5101	64.6	5.6	119				
35 - 49	39851	3609	28.3	9.1	119	1347	27.7	3.4	117	2262	28.6	5.7	121				
50 OR OLDER	59669	3044	23.9	5.1	67	1380	28.4	2.3	80	1664	21.1	2.8	59				
GRADUATED COLLEGE	28091	2771	21.7	9.9	130	955	19.6	3.4	117	1816	23.0	6.5	137				
ATTENDED COLLEGE	28938	3029	23.7	10.5	138	1035	21.3	3.6	123	1993	25.2	6.9	146				
GRADUATED HIGH SCHOOL	65503	4824	37.8	7.4	97	1661	34.2	2.5	87	3163	40.0	4.8	103				
DID NOT GRADUATE HIGH SCHOOL	45195	2136	16.7	4.7	62	1211	24.9	2.7	92	925	11.7	2.0	43				
EMPLOYED MALES	56429	4544	35.6	8.1	106	1908	39.3	3.4	117	2635	33.4	4.7	99				
EMPLOYED FEMALES	43971	4640	36.4	10.6	139	1441	29.6	3.3	113	3199	40.5	7.3	155				
EMPLOYED FULL-TIME	87773	7903	61.9	9.0	118	2865	58.9	3.3	113	5038	63.8	5.7	122				
EMPLOYED PART-TIME	12627	1281	10.0	10.1	133	*485	10.0	3.8	133	796	10.1	6.3	134				
NOT EMPLOYED	67327	3575	28.0	5.3	70	1512	31.1	2.2	77	2064	26.1	3.1	65				
PROFESSIONAL/MANAGER	25845	2581	20.2	10.0	131	824	17.0	3.2	110	1757	22.2	6.8	144				
TECH/CLERICAL/SALES	30895	3507	27.5	11.4	149	1164	23.9	3.8	130	2344	29.7	7.6	161				
PRECISION/CRAFT	12629	800	6.3	6.3	83	*371	7.6	2.9	101	429	5.4	3.4	72				
OTHER EMPLOYED	31031	2295	18.0	7.4	97	991	20.4	3.2	110	1305	16.5	4.2	89				
SINGLE	35557	3115	24.4	8.8	115	1310	26.9	3.7	127	1806	22.9	5.1	108				
MARRIED	103585	7764	60.8	7.5	99	2651	54.5	2.6	88	5113	64.7	4.9	105				
DIVORCED/SEPARATED/WIDOWED	28585	1880	14.7	6.6	86	901	18.5	3.2	109	979	12.4	3.4	73				
PARENTS	59295	4825	37.8	8.1	107	1603	33.0	2.7	93	3222	40.8	5.4	115				
WHITE	146081	11054	86.6	7.6	99	3916	80.6	2.7	92	7138	90.4	4.9	104				
BLACK	17974	1356	10.6	7.5	99	781	16.1	4.3	150	575	7.3	3.2	68				
OTHER	3672	**349	2.7	9.5	125	**164	3.4	4.5	154	**185	2.3	5.0	107				
NORTHEAST-CENSUS	37005	2833	22.2	7.7	101	1066	21.9	2.9	99	1767	22.4	4.8	101				
NORTH CENTRAL	42642	2805	22.0	6.6	86	955	19.6	2.2	77	1850	23.4	4.3	92				
SOUTH	56777	4059	31.8	7.1	94	1546	31.8	2.7	94	2513	31.8	4.4	94				
WEST	31303	3062	24.0	9.8	129	1294	26.6	4.1	143	1768	22.4	5.6	120				
NORTHEAST-MKTG.	38125	3053	23.9	8.0	105	1194	24.6	3.1	108	1859	23.5	4.9	104				
EAST CENTRAL	24794	1464	11.5	5.9	78	516	10.6	2.1	72	947	12.0	3.8	81				
WEST CENTRAL	28511	2064	16.2	7.2	95	746	15.3	2.6	90	1318	16.7	4.6	98				
SOUTH	48953	3414	26.8	7.0	92	1257	25.9	2.6	89	2157	27.3	4.4	94				
PACIFIC	27344	2765	21.7	10.1	133	1149	23.6	4.2	145	1616	20.5	5.9	126				
COUNTY SIZE A	69301	6050	47.4	8.7	115	2460	50.6	3.5	122	3591	45.5	5.2	110				
COUNTY SIZE B	50633	4007	31.4	7.9	104	1360	28.0	2.7	93	2647	33.5	5.2	111				
COUNTY SIZE C	26259	1757	13.8	6.7	88	614	12.6	2.3	81	1143	14.5	4.4	92				
COUNTY SIZE D	21534	946	7.4	4.4	58	*428	8.8	2.0	69	518	6.6	2.4	51				
METRO CENTRAL CITY	50014	4585	35.9	9.2	121	1915	39.4	3.8	132	2670	33.8	5.3	113				
METRO SUBURBAN	76832	6123	48.0	8.0	105	2110	43.4	2.7	95	4013	50.8	5.2	111				
NON METRO	40881	2052	16.1	5.0	66	837	17.2	2.0	71	1215	15.4	3.0	63				
TOP 5 ADI'S	39550	3495	27.4	8.8	116	1504	30.9	3.8	131	1991	25.2	5.0	107				
TOP 10 ADI'S	54877	4427	34.7	8.1	106	1861	38.3	3.4	117	2566	32.5	4.7	100				
TOP 20 ADI'S	77516	6179	48.4	8.0	105	2524	51.9	3.3	112	3656	46.3	4.7	99				
HSOLD INC. \$50,000 OR MORE	17257	1908	15.0	11.1	145	610	12.5	3.5	122	1298	16.4	7.5	160				
\$40,000 OR MORE	33235	3298	25.8	9.9	130	1068	22.0	3.2	111	2230	28.2	6.7	142				
\$30,000 OR MORE	59693	5847	45.8	9.8	129	1950	40.1	3.3	113	3897	49.3	6.5	139				
\$25,000 OR MORE	76275	7260	56.9	9.5	125	2356	48.5	3.1	107	4904	62.1	6.4	137				
\$20,000 - \$24,999	18607	1363	10.7	7.3	96	544	11.2	2.9	101	820	10.4	4.4	94				
\$15,000 - \$19,999	17175	1313	10.3	7.6	100	508	10.5	3.0	102	805	10.2	4.7	100				
\$10,000 - \$14,999	24569	1343	10.5	5.5	72	604	12.4	2.5	85	739	9.4	3.0	64				
UNDER \$10,000	31101	1481	11.6	4.8	63	850	17.5	2.7	94	631	8.0	2.0	43				
HOUSEHOLD OF 1 PERSON	19441	1279	10.0	6.6	86	622	12.8	3.2	110	658	8.3	3.4	72				
2 PEOPLE	51803	3857	30.2	7.4	98	1541	31.7	3.0	103	2317	29.3	4.5	95				
3 OR 4 PEOPLE	66933	5339	41.8	8.0	105	1934	39.8	2.9	100	3405	43.1	5.1	108				
5 OR MORE PEOPLE	29550	2284	17.9	7.7	102	*766	15.8	2.6	89	1518	19.2	5.1	109				
NO CHILD IN HSHLD	96587	6929	54.3	7.2	94	2921	60.1	3.0	104	4007	50.7	4.1	88				
CHILD(REN) UNDER 2 YRS	10844	706	5.5	6.5	86	**187	3.8	1.7	60	*520	6.6	4.8	102				
2 - 5 YEARS	26358	2211	17.3	8.4	110	774	15.9	2.9	101	1437	18.2	5.5	116				
6 - 11 YEARS	30453	2579	20.2	8.5	111	906	18.6	3.0	103	1673	21.2	5.5	117				
12 - 17 YEARS	36575	2996	23.5	8.2	108	1016	20.9	2.8	96	1979	25.1	5.4	115				
RESIDENCE OWNED	117770	8817	69.1	7.5	98	2951	60.7	2.5	86	5866	74.3	5.0	106				
VALUE: \$50,000 OR MORE	70166	6176	48.4	8.8	116	1916	39.4	2.7	94	4260	53.9	6.1	129				
VALUE: UNDER \$50,000	47604	2641	20.7	5.5	73	1035	21.3	2.2	75	1606	20.3	3.4	72				

		TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL ADULTS		167727	12760	100.0	7.6	100	4861	100.0	2.9	100	7898	100.0	4.7	100				
MAGAZINES	QUINTILE 1	34022	3869	30.3	11.4	149	1262	26.0	3.7	128	2608	33.0	7.7	163				
	QUINTILE 2	34800	3057	24.0	8.8	115	1093	22.5	3.1	108	1964	24.9	5.6	120				
	QUINTILE 3	30514	2151	16.9	7.0	93	767	15.8	2.5	87	1384	17.5	4.5	96				
	QUINTILE 4	33324	2131	16.7	6.4	84	947	19.5	2.8	98	1184	15.0	3.6	75				
	QUINTILE 5	35066	1551	12.2	4.4	58	793	16.3	2.3	78	758	9.6	2.2	46				
NEWSPAPERS	QUINTILE 1	29107	2600	20.4	8.9	117	1003	20.6	3.4	119	1596	20.2	5.5	116				
	QUINTILE 2	49095	3900	30.6	7.9	104	1328	27.3	2.7	93	2572	32.6	5.2	111				
	QUINTILE 3	23107	1845	14.5	8.0	105	566	11.6	2.4	85	1278	16.2	5.5	117				
	QUINTILE 4	33556	2341	18.3	7.0	92	765	15.7	2.3	79	1575	19.9	4.7	100				
	QUINTILE 5	32863	2075	16.3	6.3	83	1198	24.6	3.6	126	877	11.1	2.7	57				
OUTDOOR	QUINTILE 1	33431	3114	24.4	9.3	122	927	19.1	2.8	96	2187	27.7	6.5	139				
	QUINTILE 2	33478	2547	20.0	7.6	100	978	20.1	2.9	101	1569	19.9	4.7	100				
	QUINTILE 3	33574	2908	22.8	8.7	114	1126	23.2	3.4	116	1782	22.6	5.3	113				
	QUINTILE 4	33935	2342	18.4	6.9	91	887	18.2	2.6	90	1456	18.4	4.3	91				
	QUINTILE 5	33310	1849	14.5	5.6	73	945	19.4	2.8	98	904	11.4	2.7	58				
RADIO-DRIVE TIME	QUINTILE 1	33136	2828	22.2	8.5	112	1115	22.9	3.4	116	1713	21.7	5.2	110				
	QUINTILE 2	31658	2503	19.6	7.9	104	917	18.9	2.9	100	1586	20.1	5.0	106				
	QUINTILE 3	32541	2677	21.0	8.2	108	1019	21.0	3.1	108	1658	21.0	5.1	108				
	QUINTILE 4	34247	2520	19.7	7.4	97	924	19.0	2.7	93	1595	20.2	4.7	99				
	QUINTILE 5	36144	2232	17.5	6.2	81	887	18.2	2.5	85	1346	17.0	3.7	79				
RADIO-MID- DAY	TERCILE 1	45037	3598	28.2	8.0	105	1339	27.5	3.0	103	2259	28.6	5.0	107				
	TERCILE 2	44819	3347	26.2	7.5	98	1311	27.0	2.9	101	2036	25.8	4.5	96				
	TERCILE 3	77872	5814	45.6	7.5	98	2211	45.5	2.8	98	3603	45.6	4.6	98				
RADIO-TOTAL	QUINTILE 1	33763	2993	23.5	8.9	117	1125	23.1	3.3	115	1869	23.7	5.5	118				
	QUINTILE 2	33240	2599	20.4	7.8	103	958	19.7	2.9	99	1641	20.8	4.9	105				
	QUINTILE 3	33408	2441	19.1	7.3	96	964	19.8	2.9	100	1477	18.7	4.4	94				
	QUINTILE 4	34792	2738	21.5	7.9	103	1069	22.0	3.1	106	1669	21.1	4.8	102				
	QUINTILE 5	32524	1989	15.6	6.1	80	746	15.3	2.3	79	1243	15.7	3.8	81				
TV-PRIME TIME	QUINTILE 1	33090	2230	17.5	6.7	89	883	18.2	2.7	92	1347	17.1	4.1	86				
	QUINTILE 2	33357	2422	19.0	7.3	95	887	18.2	2.7	92	1535	19.4	4.6	98				
	QUINTILE 3	33980	3008	23.6	8.9	116	987	20.3	2.9	100	2021	25.6	5.9	126				
	QUINTILE 4	33854	2441	19.1	7.2	95	1030	21.2	3.0	105	1411	17.9	4.2	89				
	QUINTILE 5	33444	2658	20.8	7.9	104	1074	22.1	3.2	111	1584	20.1	4.7	101				
TV-DAYTIME	TERCILE 1	49121	3159	24.8	6.4	85	1363	28.0	2.8	96	1796	22.7	3.7	78				
	TERCILE 2	48823	3560	27.9	7.3	96	1227	25.2	2.5	87	2333	29.5	4.8	101				
	TERCILE 3	69782	6040	47.3	8.7	114	2271	46.7	3.3	112	3769	47.7	5.4	115				
TV-TOTAL	QUINTILE 1	33584	2239	17.5	6.7	88	992	20.4	3.0	102	1247	15.8	3.7	79				
	QUINTILE 2	33441	2426	19.0	7.3	95	797	16.4	2.4	82	1629	20.6	4.9	103				
	QUINTILE 3	33505	2363	18.5	7.1	93	877	18.0	2.6	90	1486	18.8	4.4	94				
	QUINTILE 4	33466	2981	23.4	8.9	117	1205	24.8	3.6	124	1776	22.5	5.3	113				
	QUINTILE 5	33731	2751	21.6	8.2	107	991	20.4	2.9	101	1760	22.3	5.2	111				
MAGAZINES-NEWSPAPERS: DUAL		44503	4459	34.9	10.0	132	1565	32.2	3.5	121	2894	36.6	6.5	138				
MAGAZINE IMPERATIVE		39363	3566	27.9	9.1	119	1178	24.2	3.0	103	2389	30.2	6.1	129				
NEWSPAPER IMPERATIVE		46441	2846	22.3	6.1	81	1080	22.2	2.3	80	1766	22.4	3.8	81				
MAGAZINES-OUTDOOR: DUAL		33726	3455	27.1	10.2	135	1120	23.0	3.3	115	2336	29.6	6.9	147				
MAGAZINE IMPERATIVE		52846	4642	36.4	8.8	115	1736	35.7	3.3	113	2906	36.8	5.5	117				
OUTDOOR IMPERATIVE		52140	3455	27.1	6.6	87	1388	28.6	2.7	92	2068	26.2	4.0	84				
MAGAZINES-RADIO: DUAL		37081	3808	29.8	10.3	135	1274	26.2	3.4	119	2534	32.1	6.8	145				
MAGAZINE IMPERATIVE		49747	4433	34.7	8.9	117	1563	32.2	3.1	108	2870	36.3	5.8	123				
RADIO IMPERATIVE		49208	2866	22.5	5.8	77	1149	23.6	2.3	81	1716	21.7	3.5	74				
MAGAZINES-TELEVISION: DUAL		33103	3104	24.3	9.4	123	1015	20.9	3.1	106	2089	26.4	6.3	134				
MAGAZINE IMPERATIVE		54575	5250	41.1	9.6	126	1857	38.2	3.4	117	3393	43.0	6.2	132				
TELEVISION IMPERATIVE		53249	2686	21.1	5.0	66	1170	24.1	2.2	76	1516	19.2	2.8	60				
NEWSPAPERS-OUTDOOR: DUAL		36255	3501	27.4	9.7	127	1054	21.7	2.9	100	2447	31.0	6.7	143				
NEWSPAPER IMPERATIVE		55591	4167	32.7	7.5	99	1651	34.0	3.0	102	2516	31.9	4.5	96				
OUTDOOR IMPERATIVE		48319	3650	28.6	7.6	99	1458	30.0	3.0	104	2191	27.7	4.5	96				
NEWSPAPERS-RADIO: DUAL		37242	3124	24.5	8.4	110	1206	24.8	3.2	112	1917	24.3	5.1	109				
NEWSPAPER IMPERATIVE		54423	4366	34.2	8.0	105	1481	30.5	2.7	94	2885	36.5	5.3	113				
RADIO IMPERATIVE		46650	3561	27.9	7.6	100	1317	27.1	2.8	97	2243	28.4	4.8	102				
NEWSPAPERS-TELEVISION: DUAL		35974	2802	22.0	7.8	102	936	19.3	2.6	90	1865	23.6	5.2	110				
NEWSPAPER IMPERATIVE		56095	4958	38.9	8.8	116	1722	35.4	3.1	106	3236	41.0	5.8	123				
TELEVISION IMPERATIVE		47170	2950	23.1	6.3	82	1291	26.6	2.7	94	1660	21.0	3.5	75				
OUTDOOR-RADIO: DUAL		33748	3040	23.8	9.0	118	1055	21.7	3.1	108	1985	25.1	5.9	125				
OUTDOOR IMPERATIVE		52785	4342	34.0	8.2	108	1524	31.4	2.9	100	2818	35.7	5.3	113				
RADIO IMPERATIVE		52882	3865	30.3	7.3	96	1631	33.6	3.1	106	2235	28.3	4.2	90				
OUTDOOR-TELEVISION: DUAL		32030	2491	19.5	7.8	102	937	19.3	2.9	101	1554	19.7	4.9	103				
OUTDOOR IMPERATIVE		54626	4913	38.5	9.0	118	1604	33.0	2.9	101	3309	41.9	6.1	129				
TELEVISION IMPERATIVE		54874	3576	28.0	6.5	86	1401	28.8	2.6	88	2175	27.5	4.0	84				
RADIO-TELEVISION: DUAL		33386	2364	18.5	7.1	93	927	19.1	2.8	96	1438	18.2	4.3	91				
RADIO IMPERATIVE		53810	4580	35.9	8.5	112	1700	35.0	3.2	109	2881	36.5	5.4	114				
TELEVISION IMPERATIVE		54023	3613	28.3	6.7	88	1387	28.5	2.6	89	2226	28.2	4.1	88				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL ADULTS	167727	12760	100.0	7.6	100	4861	100.0	2.9	100	7898	100.0	4.7	100				
ATLANTIC MONTHLY	867	**82	0.6	9.5	124	**61	1.3	7.0	243	**21	0.3	2.4	51				
BARRON'S	1580	*333	2.6	21.1	277	**127	2.6	8.0	277	*206	2.6	13.0	277				
BETTER HOMES & GARDENS	22203	2203	17.3	9.9	130	673	13.8	3.0	105	1531	19.4	6.9	146				
BON APPETIT	3810	471	3.7	12.4	162	*150	3.1	3.9	136	321	4.1	8.4	179				
BUSINESS WEEK	4663	654	5.1	14.0	184	*213	4.4	4.6	158	441	5.6	9.5	201				
CAR AND DRIVER	3102	346	2.7	11.2	147	**109	2.2	3.5	121	*237	3.0	7.6	162				
CBS MAGAZINE NETWORK (GROSS)	7311	935	7.3	12.8	168	451	9.3	6.2	213	484	6.1	6.6	141				
CHANGING TIMES	3400	434	3.4	12.8	168	**139	2.9	4.1	141	295	3.7	8.7	184				
COLONIAL HOMES	1796	*254	2.0	14.1	186	**89	1.8	5.0	171	*165	2.1	9.2	195				
CONDE NAST MAG. PKG. (GROSS)	19924	2639	20.7	13.2	174	990	20.4	5.0	171	1650	20.9	8.3	176				
CONSUMERS DIGEST	3125	343	2.7	11.0	144	**127	2.6	4.1	140	*216	2.7	6.9	147				
COSMOPOLITAN	10577	1216	9.5	11.5	151	470	9.7	4.4	153	747	9.5	7.1	150				
COUNTRY LIVING	3746	530	4.2	14.1	186	**202	4.2	5.4	186	*328	4.2	8.8	186				
CUISINE	2214	*267	2.1	12.1	159	**130	2.7	5.9	203	*137	1.7	6.2	131				
CYCLE WORLD	2394	*261	2.0	10.9	143	**145	3.0	6.1	209	**116	1.5	4.8	103				
DCI:CREATIVE IDEAS FOR LIV	3068	361	2.8	11.8	155	**139	2.9	4.5	156	*222	2.8	7.2	154				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1095	8.6	11.5	151	363	7.5	3.8	131	733	9.3	7.7	163				
DISCOVER	2277	*326	2.6	14.3	188	**99	2.0	4.3	150	*227	2.9	10.0	212				
EBONY	7187	624	4.9	8.7	114	291	6.0	4.0	140	333	4.2	4.6	98				
ESQUIRE	2560	*272	2.1	10.6	140	**109	2.2	4.3	147	*163	2.1	6.4	135				
ESSENCE	3242	347	2.7	10.7	141	*178	3.7	5.5	189	*169	2.1	5.2	111				
FAMILY CIRCLE	19639	1908	15.0	9.7	128	641	13.2	3.3	113	1267	16.0	6.5	137				
THE FAMILY HANDYMAN	3540	482	3.8	13.6	179	*194	4.0	5.5	189	*288	3.6	8.1	173				
FAMILY WEEKLY	23924	1742	13.7	7.3	96	569	11.7	2.4	82	1173	14.9	4.9	104				
FIELD & STREAM	9883	920	7.2	9.3	122	337	6.9	3.4	118	583	7.4	5.9	125				
FOOD & WINE	1030	*215	1.7	20.9	274	**105	2.2	10.2	352	**109	1.4	10.6	225				
FORBES	2679	413	3.2	15.4	203	*152	3.1	5.7	196	260	3.3	9.7	206				
FORTUNE	2931	526	4.1	17.9	236	*155	3.2	5.3	182	371	4.7	12.7	269				
GENTLEMEN'S QUARTERLY	3481	468	3.7	13.4	177	*185	3.8	5.3	183	*283	3.6	8.1	173				
GLAMOUR	7163	922	7.2	12.9	169	*300	6.2	4.2	145	622	7.9	8.7	184				
GOLF DIGEST	2355	263	2.1	11.2	147	**110	2.3	4.7	161	*153	1.9	6.5	138				
GOLF DIGEST/TENNIS (GROSS)	3610	397	3.1	11.0	145	*179	3.7	5.0	171	*218	2.8	6.0	128				
GOLF MAGAZINE	2046	*208	1.6	10.2	134	**130	2.7	6.4	219	*78	1.0	3.8	81				
GOLF MAGAZINE/SKI (GROSS)	3547	374	2.9	10.5	139	*236	4.9	6.7	230	*138	1.7	3.9	83				
GOOD HOUSEKEEPING	20353	2068	16.2	10.2	134	602	12.4	3.0	102	1467	18.6	7.2	153				
HARPER'S BAZAAR	3362	429	3.4	12.8	168	*190	3.9	5.7	195	*239	3.0	7.1	151				
HEALTH	2987	*340	2.7	11.4	150	**113	2.3	3.8	131	*228	2.9	7.6	162				
HEARST MAG CORP. BUY (GROSS)	67928	7677	60.2	11.3	149	2703	55.6	4.0	137	4974	63.0	7.3	156				
HEARST MAN POWER (GROSS)	11282	1195	9.4	10.6	139	450	9.3	4.0	138	745	9.4	6.6	140				
HEARST WOMAN POWER (GROSS)	40514	4273	33.5	10.5	139	1373	28.2	3.4	117	2900	36.7	7.2	152				
HOUSE BEAUTIFUL	4885	587	4.6	12.0	158	*244	5.0	5.0	172	343	4.3	7.0	149				
INC.	1308	*253	2.0	19.3	254	**111	2.3	8.5	293	**142	1.8	10.9	231				
JET	6498	591	4.6	9.1	120	334	6.9	5.1	177	258	3.3	4.0	84				
LADIES' HOME JOURNAL	14797	1507	11.8	10.2	134	528	10.9	3.6	123	979	12.4	6.6	141				
LHJ FAMILY GRP COMBO(GROSS)	21743	2396	18.8	11.0	145	827	17.0	3.8	131	1570	19.9	7.2	153				
LIFE	9881	979	7.7	9.9	130	380	7.8	3.8	133	600	7.6	6.1	129				
L.A. TIMES HOME MAGAZINE	2775	342	2.7	12.3	162	*112	2.3	4.0	139	*230	2.9	8.3	176				
MADEMOISELLE	4219	558	4.4	13.2	174	*229	4.7	5.4	187	*329	4.2	7.8	166				
MC CALL'S	16422	1647	12.9	10.0	132	547	11.3	3.3	115	1100	13.9	6.7	142				
MC CALL'S/MRK MOTHER (GROSS)	17919	1857	14.6	10.4	136	616	12.7	3.4	119	1241	15.7	6.9	147				
MECHANIX ILLUSTRATED	4433	497	3.9	11.2	147	*238	4.9	5.4	185	*259	3.3	5.8	124				
METROPOLITAN HOME	1504	*210	1.6	14.0	184	**94	1.9	6.3	216	*116	1.5	7.7	164				
MONEY	4723	581	4.6	12.3	162	*197	4.1	4.2	144	384	4.9	8.1	173				
MOTHER EARTH NEWS	2325	*255	2.0	11.0	144	**119	2.4	5.1	177	*136	1.7	5.8	124				
MS.	1189	*205	1.6	17.2	227	**108	2.2	9.1	313	**97	1.2	8.2	173				
NATIONAL ENQUIRER	18892	1558	12.2	8.2	108	511	10.5	2.7	93	1047	13.3	5.5	118				
NATIONAL GEOGRAPHIC	22129	2130	16.7	9.6	127	615	12.7	2.8	96	1515	19.2	6.8	145				
NATIONAL SUNDAY MAGAZINE PKG	103750	8716	68.3	8.4	110	3002	61.8	2.9	100	5715	72.4	5.5	117				
NATURAL HISTORY	1379	*195	1.5	14.1	186	**99	2.0	7.2	248	**96	1.2	7.0	148				
NEW WOMAN	2289	*229	1.8	10.0	132	**138	2.8	6.0	208	**91	1.2	4.0	84				
NEW YORK INCLUDING CUE	1088	*154	1.2	14.2	186	**94	1.9	8.6	298	**59	0.7	5.4	115				
THE NEW YORKER	2459	321	2.5	13.1	172	*129	2.7	5.2	181	*192	2.4	7.8	166				
NEWSWEEK	16527	1721	13.5	10.4	137	553	11.4	3.3	115	1168	14.8	7.1	150				
THE N.Y. TIMES DAILY EDITION	2739	276	2.2	10.1	132	*87	1.8	3.2	110	*189	2.4	6.9	147				
THE N.Y. TIMES MAGAZINE	4443	429	3.4	9.7	127	*111	2.3	2.5	86	318	4.0	7.2	152				
OMNI	2799	*272	2.1	9.7	128	**95	2.0	3.4	117	*177	2.2	6.3	134				
ON CABLE	2209	*267	2.1	12.1	159	**106	2.2	4.8	166	*161	2.0	7.3	155				
1001 HOME IDEAS	3959	549	4.3	13.9	182	**186	3.8	4.7	162	363	4.6	9.2	195				
ORGANIC GARDENING	3111	*219	1.7	7.0	93	**105	2.2	3.4	116	*114	1.4	3.7	78				
OUTDOOR LIFE	5024	663	5.2	13.2	173	*245	5.0	4.9	168	418	5.3	8.3	177				
PARADE MAGAZINE	51292	4159	32.6	8.1	107	1607	33.1	3.1	108	2553	32.3	5.0	106				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	12760	100.0	7.6	100	4861	100.0	2.9	100	7898	100.0	4.7	100				
PARENTS	5298	717	5.6	13.5	178	*237	4.9	4.5	154	480	6.1	9.1	192				
PENTHOUSE	5129	609	4.8	11.9	156	258	5.3	5.0	174	*351	4.4	6.8	145				
PEOPLE	21070	2122	16.6	10.1	132	749	15.4	3.6	123	1373	17.4	6.5	138				
PLAYBOY	10562	1178	9.2	11.2	147	409	8.4	3.9	134	769	9.7	7.3	155				
POPULAR HOT RODDING	2498	*395	3.1	15.8	208	**193	4.0	7.7	267	**202	2.6	8.1	172				
POPULAR MECHANICS	5887	584	4.6	9.9	130	*237	4.9	4.0	139	347	4.4	5.9	125				
POPULAR SCIENCE	4317	457	3.6	10.6	139	*193	4.0	4.5	154	*265	3.4	6.1	130				
PREVENTION	5792	493	3.9	8.5	112	*236	4.9	4.1	141	*257	3.3	4.4	94				
PSYCHOLOGY TODAY	3284	310	2.4	9.4	124	**112	2.3	3.4	118	*198	2.5	6.0	128				
READER'S DIGEST	40046	3502	27.4	8.7	115	1319	27.1	3.3	114	2183	27.6	5.5	116				
REDBOOK	9584	989	7.8	10.3	136	302	6.2	3.2	109	687	8.7	7.2	152				
ROAD & TRACK	2590	367	2.9	14.2	186	**136	2.8	5.3	181	*231	2.9	8.9	189				
ROLLING STONE	3302	397	3.1	12.0	158	*229	4.7	6.9	239	*169	2.1	5.1	109				
RUNNER'S WORLD	1229	**135	1.1	11.0	144	**64	1.3	5.2	180	**71	0.9	5.8	123				
SATURDAY EVENING POST	2110	*268	2.1	12.7	167	**135	2.8	6.4	221	**132	1.7	6.3	133				
SCIENCE 84	1543	*177	1.4	11.5	151	**91	1.9	5.9	203	**86	1.1	5.6	118				
SCIENCE DIGEST	1747	*228	1.8	13.1	172	**84	1.7	4.8	166	*145	1.8	8.3	176				
SCIENTIFIC AMERICAN	1994	*273	2.1	13.7	180	**94	1.9	4.7	163	*179	2.3	9.0	191				
SELF	3119	509	4.0	16.3	215	**167	3.4	5.4	185	*342	4.3	11.0	233				
SEVENTEEN	3923	*352	2.8	9.0	118	**202	4.2	5.1	178	*150	1.9	3.8	81				
SKI	1501	*166	1.3	11.1	145	**105	2.2	7.0	241	**60	0.8	4.0	85				
SMITHSONIAN	5976	591	4.6	9.9	130	247	5.1	4.1	143	344	4.4	5.8	122				
SOAP OPERA DIGEST	4228	484	3.8	11.4	150	*226	4.6	5.3	184	*258	3.3	6.1	130				
SOUTHERN LIVING	6488	734	5.8	11.3	149	*223	4.6	3.4	119	511	6.5	7.9	167				
SPORT	3500	383	3.0	10.9	144	*178	3.7	5.1	175	**205	2.6	5.9	124				
THE SPORTING NEWS	2456	*395	3.1	16.1	211	**185	3.8	7.5	260	*209	2.6	8.5	181				
SPORTS AFIELD	3648	383	3.0	10.5	138	**130	2.7	3.6	123	*253	3.2	6.9	147				
SPORTS ILLUSTRATED	14484	1394	10.9	9.6	127	531	10.9	3.7	126	864	10.9	6.0	127				
STAR	12661	1137	8.9	9.0	118	410	8.4	3.2	112	727	9.2	5.7	122				
SUNDAY	52799	4800	37.6	9.1	119	1723	35.4	3.3	113	3077	39.0	5.8	124				
SUNSET	3513	478	3.7	13.6	179	**179	3.7	5.1	176	*299	3.8	8.5	181				
TV GUIDE	42766	3671	28.8	8.6	113	1337	27.5	3.1	108	2334	29.6	5.5	116				
TENNIS	1254	**134	1.1	10.7	140	**69	1.4	5.5	190	**65	0.8	5.2	110				
TIME	22054	2201	17.2	10.0	131	746	15.3	3.4	117	1455	18.4	6.6	140				
TOWN & COUNTRY	1555	*253	2.0	16.3	214	**91	1.9	5.9	202	*162	2.1	10.4	221				
TRAVEL & LEISURE	2173	401	3.1	18.5	243	*163	3.4	7.5	259	*238	3.0	11.0	233				
TRUE STORY	4636	*369	2.9	8.0	105	**118	2.4	2.5	88	*251	3.2	5.4	115				
U.S. NEWS & WORLD REPORT	10353	948	7.4	9.2	120	323	6.6	3.1	108	626	7.9	6.0	128				
USA TODAY	4994	585	4.6	11.7	154	*133	2.7	2.7	92	452	5.7	9.1	192				
US	3528	373	2.9	10.6	139	*177	3.6	5.0	173	*195	2.5	5.5	117				
VOGUE	5424	651	5.1	12.0	158	294	6.0	5.4	187	357	4.5	6.6	140				
MALL STREET JOURNAL	6292	705	5.5	11.2	147	314	6.5	5.0	172	391	5.0	6.2	132				
WEIGHT WATCHERS	2762	314	2.5	11.4	149	**88	1.8	3.2	110	*227	2.9	8.2	175				
WOMAN'S DAY	16320	1804	14.1	11.1	145	578	11.9	3.5	122	1227	15.5	7.5	160				
WORKING MOTHER	1496	**210	1.6	14.0	185	**69	1.4	4.6	159	**141	1.8	9.4	200				
WORKING WOMAN	1851	*261	2.0	14.1	185	**99	2.0	5.3	185	**162	2.1	8.8	186				
WORLD TENNIS	580	**97	0.8	16.7	220	**51	1.0	8.8	303	**46	0.6	7.9	168				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1464	11.5	11.8	155	722	14.9	5.8	201	742	9.4	6.0	127				
BLAIR INSERTS	91671	7907	62.0	8.6	113	2737	56.3	3.0	103	5170	65.5	5.6	120				
DAILY NEWSPAPERS																	
READ ANY	109190	8504	66.6	7.8	102	2988	61.5	2.7	94	5517	69.9	5.1	107				
READ ONE	89587	6833	53.6	7.6	100	2371	48.8	2.6	91	4463	56.5	5.0	106				
READ TWO OR MORE	19602	1671	13.1	8.5	112	617	12.7	3.1	109	1054	13.3	5.4	114				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9239	72.4	8.4	111	3226	66.4	2.9	102	6013	76.1	5.5	116				
READ ONE	95074	7900	61.9	8.3	109	2710	55.7	2.9	98	5190	65.7	5.5	116				
READ TWO OR MORE	14588	1339	10.5	9.2	121	516	10.6	3.5	122	823	10.4	5.6	120				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.38				27.98				33.35							
30 DAY REACH	149706	11790	92.4	7.9	104	4333	89.1	2.9	100	7457	94.4	5.0	106				
50 SHWG - 30 DAY AV FREQ	15.16	16.31				14.54				17.34							
30 DAY REACH	142406	11356	89.0	8.0	105	4181	86.0	2.9	101	7175	90.8	5.0	107				
25 SHWG - 30 DAY AV FREQ	8.23	8.70				7.95				9.12							
30 DAY REACH	131152	10718	84.0	8.2	107	3854	79.3	2.9	101	6864	86.9	5.2	111				
CABLE TV: HOME WIRED	66879	5848	45.8	8.7	115	1828	37.6	2.7	94	4020	50.9	6.0	128				
HOME NOT WIRED	100848	6911	54.2	6.9	90	3033	62.4	3.0	104	3878	49.1	3.8	82				
HAVE PAY CABLE	35024	3613	28.3	10.3	136	1025	21.1	2.9	101	2588	32.8	7.4	157				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL MALES	79263	5789	100.0	7.3	100	2465	100.0	3.1	100	3324	100.0	4.2	100				
HOUSEHOLD HEADS	66405	4641	80.2	7.0	96	1984	80.5	3.0	96	2658	80.0	4.0	95				
18 - 24	13945	1215	21.0	8.7	119	*525	21.3	3.8	121	*690	20.8	4.9	118				
25 - 34	19334	1568	27.1	8.1	111	607	24.6	3.1	101	961	28.9	5.0	119				
35 - 44	14196	1245	21.5	8.8	120	*483	19.6	3.4	109	762	22.9	5.4	128				
45 - 54	10896	741	12.8	6.8	93	*386	15.7	3.5	114	*355	10.7	3.3	78				
55 - 64	10378	563	9.7	5.4	74	*227	9.2	2.2	70	*336	10.1	3.2	77				
65 OR OLDER	10514	457	7.9	4.3	60	*237	9.6	2.3	72	*220	6.6	2.1	50				
18 - 34	33279	2784	48.1	8.4	115	1132	45.9	3.4	109	1652	49.7	5.0	118				
18 - 49	52904	4407	76.1	8.3	114	1758	71.3	3.3	107	2649	79.7	5.0	119				
25 - 54	44426	3554	61.4	8.0	110	1476	59.9	3.3	107	2078	62.5	4.7	112				
35 - 49	19625	1624	28.1	8.3	113	626	25.4	3.2	103	998	30.0	5.1	121				
50 OR OLDER	26359	1382	23.9	5.2	72	707	28.7	2.7	86	675	20.3	2.6	61				
GRADUATED COLLEGE	15982	1398	24.1	8.7	120	573	23.2	3.6	115	825	24.8	5.2	123				
ATTENDED COLLEGE	13629	1387	24.0	10.2	139	*492	20.0	3.6	116	894	26.9	6.6	156				
GRADUATED HIGH SCHOOL	28591	2014	34.8	7.0	96	796	32.3	2.8	90	1217	36.6	4.3	102				
DID NOT GRADUATE HIGH SCHOOL	21061	991	17.1	4.7	64	603	24.5	2.9	92	*388	11.7	1.8	44				
EMPLOYED FULL-TIME	52316	4123	71.2	7.9	108	1753	71.1	3.4	108	2370	71.3	4.5	108				
EMPLOYED PART-TIME	4113	*420	7.3	10.2	140	**155	6.3	3.8	121	**265	8.0	6.4	154				
NOT EMPLOYED	22834	1245	21.5	5.5	75	556	22.6	2.4	78	689	20.7	3.0	72				
PROFESSIONAL/MANAGER	15034	1251	21.6	8.3	114	411	16.7	2.7	88	840	25.3	5.6	133				
TECH/CLERICAL/SALES	11255	1221	21.1	10.8	149	*502	20.4	4.5	143	719	21.6	6.4	152				
PRECISION/CRAFT	11607	710	12.3	6.1	84	*340	13.8	2.9	94	*369	11.1	3.2	76				
OTHER EMPLOYED	18534	1362	23.5	7.3	101	655	26.6	3.5	114	707	21.3	3.8	91				
SINGLE	19562	1668	28.8	8.5	117	784	31.8	4.0	129	884	26.6	4.5	108				
MARRIED	51896	3552	61.4	6.8	94	1408	57.1	2.7	87	2144	64.5	4.1	99				
DIVORCED/SEPARATED/WIDOWED	7804	569	9.8	7.3	100	*273	11.1	3.5	112	*296	8.9	3.8	90				
PARENTS	25372	1891	32.7	7.5	102	705	28.6	2.8	89	1187	35.7	4.7	112				
WHITE	69658	4914	84.9	7.1	97	1969	79.9	2.8	91	2945	88.6	4.2	101				
BLACK	7909	688	11.9	8.7	119	*403	16.3	5.1	164	*286	8.6	3.6	86				
OTHER	1696	**187	3.2	11.0	151	**93	3.8	5.5	176	**94	2.8	5.5	132				
NORTHEAST-CENSUS	17202	1278	22.1	7.4	102	478	19.4	2.8	89	800	24.1	4.7	111				
NORTH CENTRAL	20461	1192	20.6	5.8	80	*466	18.9	2.3	73	726	21.8	3.5	85				
SOUTH	26695	1955	33.8	7.3	100	819	33.2	3.1	99	1136	34.2	4.3	101				
WEST	14906	1365	23.6	9.2	125	702	28.5	4.7	151	662	19.9	4.4	106				
NORTHEAST-MKTG.	17962	1395	24.1	7.8	106	544	22.1	3.0	97	851	25.6	4.7	113				
EAST CENTRAL	11741	669	11.6	5.7	78	*251	10.2	2.1	89	418	12.6	3.6	85				
MID CENTRAL	13518	812	14.0	6.0	82	*348	14.1	2.6	83	465	14.0	3.4	82				
SOUTH	23168	1719	29.7	7.4	102	705	28.6	3.0	98	1014	30.5	4.4	104				
PACIFIC	12874	1194	20.6	9.3	127	616	25.0	4.8	154	*577	17.4	4.5	107				
COUNTY SIZE A	32596	2633	45.5	8.1	111	1169	47.4	3.6	115	1465	44.1	4.5	107				
COUNTY SIZE B	23814	1836	31.7	7.7	106	676	27.4	2.8	91	1160	34.9	4.9	116				
COUNTY SIZE C	12663	810	14.0	6.4	88	*323	13.1	2.6	82	*487	14.7	3.8	92				
COUNTY SIZE D	10190	*510	8.8	5.0	69	**297	12.0	2.9	94	**213	6.4	2.1	50				
METRO CENTRAL CITY	23190	2326	40.2	10.0	137	1067	43.3	4.6	148	1259	37.9	5.4	129				
METRO SUBURBAN	36920	2536	43.8	6.9	94	939	38.1	2.5	82	1597	48.0	4.3	103				
NON METRO	19152	927	16.0	4.8	66	*458	18.6	2.4	77	*469	14.1	2.4	58				
TOP 5 ADI'S	18703	1582	27.3	8.5	116	800	32.5	4.3	138	781	23.5	4.2	100				
TOP 10 ADI'S	26158	2107	36.4	8.1	110	993	40.3	3.8	122	1114	33.5	4.3	102				
TOP 20 ADI'S	36612	2687	46.4	7.3	100	1220	49.5	3.3	107	1467	44.1	4.0	96				
HSGLD INC. \$50,000 OR MORE	9326	808	14.0	8.7	119	*267	10.8	2.9	92	541	16.3	5.8	138				
\$40,000 OR MORE	18002	1574	27.2	8.7	120	528	21.4	2.9	94	1046	31.5	5.8	139				
\$30,000 OR MORE	31361	2958	51.1	9.4	129	1069	43.4	3.4	110	1889	56.8	6.0	144				
\$25,000 OR MORE	39858	3496	60.4	8.8	120	1245	50.5	3.1	100	2250	67.7	5.6	135				
\$20,000 - \$24,999	8664	519	9.0	6.0	82	*291	11.8	3.4	108	*227	6.8	2.6	62				
\$15,000 - \$19,999	7964	550	9.5	6.9	95	*243	9.9	3.1	98	*306	9.2	3.8	92				
\$10,000 - \$14,999	11093	621	10.7	5.6	77	*367	14.9	3.3	106	*254	7.6	2.3	55				
UNDER \$10,000	11683	*605	10.5	5.2	71	*317	12.9	2.7	87	**287	8.6	2.5	59				
HOUSEHOLD OF 1 PERSON	7453	467	8.1	6.3	86	*249	10.1	3.3	107	*219	6.6	2.9	70				
2 PEOPLE	24757	1749	30.2	7.1	97	810	32.9	3.3	105	939	28.2	3.8	90				
3 OR 4 PEOPLE	32682	2471	42.7	7.6	104	1035	42.0	3.2	102	1436	43.2	4.4	105				
5 OR MORE PEOPLE	14370	1102	19.0	7.7	105	**371	15.1	2.6	83	*731	22.0	5.1	121				
NO CHILD IN HSHLD	46768	3242	56.0	6.9	95	1567	63.6	3.4	108	1675	50.4	3.6	85				
CHILD(REN) UNDER 2 YRS	4799	*347	6.0	7.2	99	**89	3.6	1.9	60	**258	7.8	5.4	128				
2 - 5 YEARS	11125	898	15.5	8.1	111	**279	11.3	2.5	81	619	18.6	5.6	133				
6 - 11 YEARS	14193	1173	20.3	8.3	113	*359	14.6	2.5	81	813	24.5	5.7	137				
12 - 17 YEARS	17402	1329	23.0	7.6	105	*485	19.7	2.8	90	844	25.4	4.9	116				
RESIDENCE OWNED	56398	4047	69.9	7.2	98	1427	57.9	2.5	81	2620	78.8	4.6	111				
VALUE: \$50,000 OR MORE	34811	2736	47.3	7.9	108	897	36.4	2.6	83	1839	55.3	5.3	126				
VALUE: UNDER \$50,000	21587	1311	22.6	6.1	83	*531	21.5	2.5	79	780	23.5	3.6	86				

			TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL MALES			79263	5789	100.0	7.3	100	2465	100.0	3.1	100	3324	100.0	4.2	100				
MAGAZINES	QUINTILE 1	16033	1583	27.3	9.9	135	561	22.8	3.5	113	1022	30.7	6.4	152					
	QUINTILE 2	15354	1315	22.7	8.6	117	524	21.3	3.4	110	791	23.8	5.2	123					
	QUINTILE 3	15888	1147	19.8	7.2	99	*410	16.6	2.6	83	738	22.2	4.6	111					
	QUINTILE 4	17310	1114	19.2	6.4	88	*607	24.6	3.5	113	507	15.3	2.9	70					
	QUINTILE 5	14677	631	10.9	4.3	59	*363	14.7	2.5	80	*268	8.1	1.8	44					
NEWSPAPERS	QUINTILE 1	15277	1213	21.0	7.9	109	467	18.9	3.1	98	746	22.4	4.9	116					
	QUINTILE 2	22745	1758	30.4	7.7	106	635	25.8	2.8	90	1123	33.8	4.9	118					
	QUINTILE 3	10692	693	12.0	6.5	89	*267	10.8	2.5	80	*425	12.8	4.0	95					
	QUINTILE 4	11646	904	15.6	7.8	106	*350	14.2	3.0	97	*554	16.7	4.8	113					
	QUINTILE 5	18903	1222	21.1	6.5	89	746	30.3	3.9	127	*476	14.3	2.5	60					
OUTDOOR	QUINTILE 1	16620	1345	23.2	8.1	111	*416	16.9	2.5	80	929	27.9	5.6	133					
	QUINTILE 2	16377	1103	19.1	6.7	92	482	19.6	2.9	95	622	18.7	3.8	91					
	QUINTILE 3	15995	1496	25.8	9.4	128	704	28.6	4.4	142	792	23.8	5.0	118					
	QUINTILE 4	15592	1055	18.2	6.8	93	*345	14.0	2.2	71	710	21.4	4.6	109					
	QUINTILE 5	14679	791	13.7	5.4	74	519	21.1	3.5	114	*272	8.2	1.9	44					
RADIO-DRIVE TIME	QUINTILE 1	15746	1208	20.9	7.7	105	605	24.5	3.8	124	604	18.2	3.8	91					
	QUINTILE 2	15067	1212	20.9	8.0	110	490	19.9	3.3	105	722	21.7	4.8	114					
	QUINTILE 3	15631	1201	20.7	7.7	105	*462	18.7	3.0	95	739	22.2	4.7	113					
	QUINTILE 4	16245	1259	21.7	7.8	106	*495	20.1	3.0	98	764	23.0	4.7	112					
	QUINTILE 5	16573	909	15.7	5.5	75	*413	16.8	2.5	80	*496	14.9	3.0	71					
RADIO-MID- DAY	TERCILE 1	21788	1664	28.7	7.6	105	814	33.0	3.7	120	850	25.6	3.9	93					
	TERCILE 2	21151	1461	25.2	6.9	95	613	24.9	2.9	93	848	25.5	4.0	96					
	TERCILE 3	36323	2664	46.0	7.3	100	1038	42.1	2.9	92	1626	48.9	4.5	107					
RADIO-TOTAL	QUINTILE 1	15977	1337	23.1	8.4	115	591	24.0	3.7	119	746	22.4	4.7	111					
	QUINTILE 2	15923	1257	21.7	7.9	108	562	22.8	3.5	113	695	20.9	4.4	104					
	QUINTILE 3	14980	1026	17.7	6.8	94	*442	17.9	3.0	95	584	17.6	3.9	93					
	QUINTILE 4	17123	1247	21.5	7.3	100	*468	19.0	2.7	88	779	23.4	4.5	108					
	QUINTILE 5	15260	921	15.9	6.0	83	*402	16.3	2.6	85	*520	15.6	3.4	81					
TV-PRIME TIME	QUINTILE 1	15674	1099	19.0	7.0	96	*384	15.6	2.4	79	715	21.5	4.6	109					
	QUINTILE 2	15944	1045	18.1	6.6	90	460	18.7	2.9	93	585	17.6	3.7	87					
	QUINTILE 3	16037	1370	23.7	8.5	117	*556	22.6	3.5	111	814	24.5	5.1	121					
	QUINTILE 4	15412	990	17.1	6.4	88	*428	17.4	2.8	89	562	16.9	3.6	87					
	QUINTILE 5	16194	1286	22.2	7.9	109	636	25.8	3.9	126	650	19.6	4.0	96					
TV-DAYTIME	TERCILE 1	19156	1335	23.1	7.0	95	676	27.4	3.5	113	660	19.9	3.4	82					
	TERCILE 2	19343	1244	21.5	6.4	88	*473	19.2	2.4	79	771	23.2	4.0	95					
	TERCILE 3	40764	3210	55.4	7.9	108	1316	53.4	3.2	104	1894	57.0	4.6	111					
TV-TOTAL	QUINTILE 1	15844	1170	20.2	7.4	101	503	20.4	3.2	102	667	20.1	4.2	100					
	QUINTILE 2	15767	953	16.5	6.0	83	*401	16.3	2.5	82	552	16.6	3.5	83					
	QUINTILE 3	15775	973	16.8	6.2	84	*372	15.1	2.4	76	601	18.1	3.8	91					
	QUINTILE 4	15903	1428	24.7	9.0	123	695	28.2	4.4	141	733	22.1	4.6	110					
	QUINTILE 5	15974	1266	21.9	7.9	109	*494	20.0	3.1	99	772	23.2	4.8	115					
MAGAZINES-NEWSPAPERS: DUAL			21225	1988	34.3	9.4	128	763	31.0	3.6	116	1225	36.9	5.8	138				
MAGAZINE IMPERATIVE			17728	1482	25.6	8.4	114	572	23.2	3.2	104	910	27.4	5.1	122				
NEWSPAPER IMPERATIVE			22987	1293	22.3	5.6	77	499	20.2	2.2	70	793	23.9	3.4	82				
MAGAZINES-OUTDOOR: DUAL			16244	1353	23.4	8.3	114	443	18.0	2.7	88	911	27.4	5.6	134				
MAGAZINE IMPERATIVE			24016	2167	37.4	9.0	124	911	37.0	3.8	122	1256	37.8	5.2	125				
OUTDOOR IMPERATIVE			26020	1807	31.2	6.9	95	869	35.3	3.3	107	938	28.2	3.6	86				
MAGAZINES-RADIO: DUAL			16918	1627	28.1	9.6	132	636	25.8	3.8	121	991	29.8	5.9	140				
MAGAZINE IMPERATIVE			23456	1944	33.6	8.3	113	670	27.2	2.9	92	1274	38.3	5.4	130				
RADIO IMPERATIVE			23900	1433	24.8	6.0	82	688	27.9	2.9	93	745	22.4	3.1	74				
MAGAZINES-TELEVISION: DUAL			15791	1259	21.7	8.0	109	494	20.0	3.1	101	765	23.0	4.8	116				
MAGAZINE IMPERATIVE			25476	2366	40.9	9.3	127	869	35.3	3.4	110	1498	45.1	5.9	140				
TELEVISION IMPERATIVE			25744	1444	24.9	5.6	77	635	25.8	2.5	79	809	24.3	3.1	75				
NEWSPAPERS-OUTDOOR: DUAL			17628	1438	24.8	8.2	112	465	18.9	2.6	85	973	29.3	5.5	132				
NEWSPAPER IMPERATIVE			26414	2003	34.6	7.6	104	812	32.9	3.1	99	1191	35.8	4.5	108				
OUTDOOR IMPERATIVE			23059	1698	29.3	7.4	101	807	32.7	3.5	113	891	26.8	3.9	92				
NEWSPAPERS-RADIO: DUAL			17996	1426	24.6	7.9	108	568	23.0	3.2	101	858	25.8	4.8	114				
NEWSPAPER IMPERATIVE			26269	1928	33.3	7.3	100	684	27.7	2.6	84	1245	37.5	4.7	113				
RADIO IMPERATIVE			21342	1570	27.1	7.4	101	755	30.6	3.5	114	815	24.5	3.8	91				
NEWSPAPERS-TELEVISION: DUAL			17359	1217	21.0	7.0	96	399	16.2	2.3	74	818	24.6	4.7	112				
NEWSPAPER IMPERATIVE			26889	2186	37.8	8.1	111	807	32.7	3.0	97	1379	41.5	5.1	122				
TELEVISION IMPERATIVE			21698	1313	22.7	6.1	83	662	26.9	3.1	98	651	19.6	3.0	72				
OUTDOOR-RADIO: DUAL			16456	1420	24.5	8.6	118	591	24.0	3.6	115	829	24.9	5.0	120				
OUTDOOR IMPERATIVE			25870	1981	34.2	7.7	105	738	29.9	2.9	92	1243	37.4	4.8	115				
RADIO IMPERATIVE			23943	1784	30.8	7.5	102	861	34.9	3.6	116	923	27.8	3.9	92				
OUTDOOR-TELEVISION: DUAL			15918	1191	20.6	7.5	102	498	20.2	3.1	101	693	20.8	4.4	104				
OUTDOOR IMPERATIVE			26398	2169	37.5	8.2	113	816	33.1	3.1	99	1353	40.7	5.1	122				
TELEVISION IMPERATIVE			24851	1539	26.6	6.2	85	643	26.1	2.6	83	896	27.0	3.6	86				
RADIO-TELEVISION: DUAL			15584	958	16.5	6.1	84	438	17.8	2.8	90	520	15.6	3.3	80				
RADIO IMPERATIVE			25472	2215	38.3	8.7	119	964	39.1	3.8	122	1251	37.6	4.9	117				
TELEVISION IMPERATIVE			25578	1658	28.6	6.5	89	684	27.7	2.7	86	974	29.3	3.8	91				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	5789	100.0	7.3	100	2465	100.0	3.1	100	3324	100.0	4.2	100				
ATLANTIC MONTHLY	452	**53	0.9	11.7	161	**43	1.7	9.5	306	**10	0.3	2.2	53				
BARRON'S	1058	*175	3.0	16.5	226	**80	3.2	7.6	243	**95	2.9	9.0	214				
BETTER HOMES & GARDENS	4773	470	8.1	9.8	135	**159	6.5	3.3	107	311	9.4	6.5	155				
BON APPETIT	1037	*185	3.2	17.8	244	**59	2.4	5.7	183	*126	3.8	12.2	290				
BUSINESS WEEK	3193	450	7.8	14.1	193	*153	6.2	4.8	154	297	8.9	9.3	222				
CAR AND DRIVER	2705	302	5.2	11.2	153	**99	4.0	3.7	118	*203	6.1	7.5	179				
CBS MAGAZINE NETWORK (GROSS)	5678	737	12.7	13.0	178	*401	16.3	7.1	227	336	10.1	5.9	141				
CHANGING TIMES	1847	*253	4.4	13.7	188	**104	4.2	5.6	181	*150	4.5	8.1	194				
COLONIAL HOMES	492	**105	1.8	21.3	292	**43	1.7	8.7	281	**62	1.9	12.6	300				
CONDE NAST MAG. PKG. (GROSS)	2066	*430	7.4	20.8	285	**276	11.2	13.4	430	**154	4.6	7.5	178				
CONSUMERS DIGEST	1719	*210	3.6	12.2	167	**83	3.4	4.8	155	**127	3.8	7.4	176				
COSMOPOLITAN	1762	**164	2.8	9.3	127	**74	3.0	4.2	135	**90	2.7	5.1	122				
COUNTRY LIVING	1110	**117	2.0	10.5	144	**64	2.6	5.8	185	**53	1.6	4.8	114				
CUISINE	660	**111	1.9	16.8	230	**72	2.9	10.9	351	**39	1.2	5.9	141				
CYCLE WORLD	1924	*197	3.4	10.2	140	**120	4.9	6.2	201	**77	2.3	4.0	95				
DCI:CREATIVE IDEAS FOR LIV	437	**107	1.8	24.5	335	**67	2.7	15.3	493	**40	1.2	9.2	218				
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	370	6.4	14.9	203	**181	7.3	7.3	234	*189	5.7	7.6	181				
DISCOVER	1279	**198	3.4	15.5	212	**61	2.5	4.8	153	**136	4.1	10.6	254				
EBONY	2898	*296	5.1	10.2	140	**142	5.8	4.9	158	**153	4.6	5.3	126				
ESQUIRE	1384	**174	3.0	12.6	172	**64	2.6	4.6	149	**111	3.3	8.0	191				
ESSENCE	850	**160	2.8	18.8	258	**81	3.3	9.5	306	**80	2.4	9.4	224				
FAMILY CIRCLE	2430	262	4.5	10.8	148	**133	5.4	5.5	176	*129	3.9	5.3	127				
THE FAMILY HANDYMAN	2356	*289	5.0	12.3	168	**106	4.3	4.5	145	**183	5.5	7.8	185				
FAMILY WEEKLY	11533	832	14.4	7.2	99	352	14.3	3.1	98	480	14.4	4.2	99				
FIELD & STREAM	7444	604	10.4	8.1	111	*217	8.8	2.9	94	387	11.6	5.2	124				
FOOD & WINE	416	**91	1.6	21.9	300	**49	2.0	11.8	379	**42	1.3	10.1	241				
FORBES	1865	246	4.2	13.2	181	**118	4.8	6.3	203	*128	3.9	6.9	164				
FORTUNE	1849	287	5.0	15.5	213	**100	4.1	5.4	174	*187	5.6	10.1	241				
GENTLEMEN'S QUARTERLY	2284	*333	5.8	14.6	200	**136	5.5	6.0	191	**197	5.9	8.6	206				
GLAMOUR	538	*65	1.1	12.1	165	**57	2.3	10.6	341	**8	0.2	1.5	35				
GOLF DIGEST	1649	*169	2.9	10.2	140	**75	3.0	4.5	146	*94	2.8	5.7	136				
GOLF DIGEST/TENNIS (GROSS)	2294	259	4.5	11.3	155	**126	5.1	5.5	177	*134	4.0	5.8	139				
GOLF MAGAZINE	1577	*144	2.5	9.1	125	**84	3.4	5.3	171	**61	1.8	3.9	92				
GOLF MAGAZINE/SKI (GROSS)	2487	240	4.1	9.7	132	**151	6.1	6.1	195	*89	2.7	3.6	85				
GOOD HOUSEKEEPING	2569	246	4.2	9.6	131	**93	3.8	3.6	116	*153	4.6	6.0	142				
HARPER'S BAZAAR	431	**63	1.1	14.6	200	**63	2.6	14.6	470	**0	0.0	0.0	0				
HEALTH	788	**71	1.2	9.0	123	**63	2.6	8.0	257	**8	0.2	1.0	24				
HEARST MAG CORP. BUY (GROSS)	18781	2107	36.4	11.2	154	967	39.2	5.1	166	1140	34.3	6.1	145				
HEARST MAN POWER (GROSS)	9169	893	15.4	9.7	133	402	16.3	4.4	141	491	14.8	5.4	128				
HEARST WOMAN POWER (GROSS)	5452	513	8.9	9.4	129	*215	8.7	3.9	127	298	9.0	5.5	130				
HOUSE BEAUTIFUL	1020	**118	2.0	11.6	158	**68	2.8	6.7	214	**49	1.5	4.8	115				
INC.	993	**181	3.1	18.2	250	**87	3.5	8.8	282	**95	2.9	9.6	228				
JET	2808	349	6.0	12.4	170	*191	7.7	6.8	219	*158	4.8	5.6	134				
LADIES' HOME JOURNAL	1868	*197	3.4	10.5	144	**114	4.6	6.1	196	**83	2.5	4.4	106				
LHJ FAMILY GRP COMBO(GROSS)	3582	372	6.4	10.4	142	*248	10.1	6.9	223	*124	3.7	3.5	83				
LIFE	4817	548	9.5	11.4	156	*194	7.9	4.0	130	355	10.7	7.4	176				
L.A. TIMES HOME MAGAZINE	1465	*152	2.6	10.4	142	**73	3.0	5.0	160	**79	2.4	5.4	129				
MADMOISELLE	460	**89	1.5	19.3	265	**71	2.9	15.4	496	**17	0.5	3.7	88				
MC CALL'S	1764	*161	2.8	9.1	125	**73	3.0	4.1	133	**87	2.6	4.9	118				
MC CALL'S/WRK MOTHER (GROSS)	2062	*241	4.2	11.7	160	**117	4.7	5.7	182	**125	3.8	6.1	145				
MECHANIX ILLUSTRATED	3625	434	7.5	12.0	164	*215	8.7	5.9	191	*219	6.6	6.0	144				
METROPOLITAN HOME	495	**93	1.6	18.8	257	**57	2.3	11.5	370	**36	1.1	7.3	173				
MONEY	3017	364	6.3	12.1	165	**131	5.3	4.3	140	*233	7.0	7.7	184				
MOTHER EARTH NEWS	1203	**93	1.6	7.7	106	**63	2.6	5.2	168	**30	0.9	2.5	59				
MS.	*257	**48	0.8	18.7	256	**47	1.9	18.3	588	**1	0.0	0.4	9				
NATIONAL ENQUIRER	6921	537	9.3	7.8	106	*230	9.3	3.3	107	307	9.2	4.4	106				
NATIONAL GEOGRAPHIC	11626	931	16.1	8.0	110	251	10.2	2.2	69	680	20.5	5.8	139				
NATIONAL SUNDAY MAGAZINE PKG	49424	3827	66.1	7.7	106	1473	59.8	3.0	96	2354	70.8	4.8	114				
NATURAL HISTORY	753	**110	1.9	14.6	200	**48	1.9	6.4	205	**62	1.9	8.2	196				
NEW WOMAN	*296	**63	1.1	21.3	291	**50	2.0	16.9	543	**12	0.4	4.1	97				
NEW YORK INCLUDING CUE	541	**75	1.3	13.9	190	**55	2.2	10.2	327	**20	0.6	3.7	88				
THE NEW YORKER	1078	*136	2.3	12.6	173	**66	2.7	6.1	197	**70	2.1	6.5	155				
NEWSWEEK	9602	885	15.3	9.2	126	277	11.2	2.9	93	608	18.3	6.3	151				
THE N.Y. TIMES DAILY EDITION	1376	*136	2.3	9.9	135	**43	1.7	3.1	100	**93	2.8	6.8	161				
THE N.Y. TIMES MAGAZINE	2110	202	3.5	9.6	131	**57	2.3	2.7	87	*145	4.4	6.9	164				
OMNI	1927	**163	2.8	8.5	116	**65	2.6	3.4	108	**98	2.9	5.1	121				
ON CABLE	911	**161	2.8	17.7	242	**66	2.7	7.2	233	**95	2.9	10.4	249				
1001 HOME IDEAS	927	**104	1.8	11.2	154	**72	2.9	7.8	250	**32	1.0	3.5	82				
ORGANIC GARDENING	1430	**97	1.7	6.8	93	**61	2.5	4.3	137	**35	1.1	2.4	58				
OUTDOOR LIFE	4064	510	8.8	12.5	172	*181	7.3	4.5	143	328	9.9	8.1	192				
PARADE MAGAZINE	24538	1716	29.6	7.0	96	725	29.4	3.0	95	992	29.8	4.0	96				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL MALES	79263	5789	100.0	7.3	100	2465	100.0	3.1	100	3324	100.0	4.2	100				
PARENTS	1126	*182	3.1	16.2	221	**76	3.1	6.7	217	**105	3.2	9.3	222				
PENTHOUSE	4157	513	8.9	12.3	169	*203	8.2	4.9	157	*311	9.4	7.5	178				
PEOPLE	7591	696	12.0	9.2	126	234	9.5	3.1	99	461	13.9	6.1	145				
PLAYBOY	8379	943	16.3	11.3	154	346	14.0	4.1	133	597	18.0	7.1	170				
POPULAR HOT RODDING	2110	*344	5.9	16.3	223	**171	6.9	8.1	261	**173	5.2	8.2	196				
POPULAR MECHANICS	4850	474	8.2	9.8	134	*205	8.3	4.2	136	*270	8.1	5.6	133				
POPULAR SCIENCE	3397	396	6.8	11.7	160	*170	6.9	5.0	161	*226	6.8	6.7	159				
PREVENTION	1720	**213	3.7	12.4	170	**121	4.9	7.0	226	**93	2.8	5.4	129				
PSYCHOLOGY TODAY	1344	**176	3.0	13.1	179	**59	2.4	4.4	141	**117	3.5	8.7	208				
READER'S DIGEST	16016	1117	19.3	7.0	95	510	20.7	3.2	102	607	18.3	3.8	90				
REDBOOK	1121	**103	1.8	9.2	126	**48	1.9	4.3	138	**55	1.7	4.9	117				
ROAD & TRACK	2161	*293	5.1	13.6	186	**134	5.4	6.2	199	*159	4.8	7.4	175				
ROLLING STONE	1948	*207	3.6	10.6	145	**129	5.2	6.6	213	**78	2.3	4.0	95				
RUNNER'S WORLD	899	**98	1.7	10.9	149	**52	2.1	5.8	186	**46	1.4	5.1	122				
SATURDAY EVENING POST	841	*136	2.3	16.2	221	**60	2.4	7.1	229	**76	2.3	9.0	215				
SCIENCE 84	841	**88	1.5	10.5	143	**68	2.8	8.1	260	**20	0.6	2.4	57				
SCIENCE DIGEST	1194	**114	2.0	9.5	131	**73	3.0	6.1	197	**41	1.2	3.4	82				
SCIENTIFIC AMERICAN	1379	*208	3.6	15.1	207	**69	2.8	5.0	161	*139	4.2	10.1	240				
SELF	436	**128	2.2	29.4	402	**59	2.4	13.5	435	**69	2.1	15.8	377				
SEVENTEEN	614	**78	1.3	12.7	174	**51	2.1	8.3	267	**27	0.8	4.4	105				
SKI	910	**95	1.6	10.4	143	**67	2.7	7.4	237	**28	0.8	3.1	73				
SMITHSONIAN	2937	*295	5.1	10.0	138	*113	4.6	3.8	124	183	5.5	6.2	149				
SOAP OPERA DIGEST	545	**68	1.2	12.5	171	**57	2.3	10.5	336	**11	0.3	2.0	48				
SOUTHERN LIVING	2054	*263	4.5	12.8	175	**114	4.6	5.6	178	**148	4.5	7.2	172				
SPORT	2799	*281	4.9	10.0	137	**134	5.4	4.8	154	**147	4.4	5.3	125				
THE SPORTING NEWS	1938	*240	4.1	12.4	170	**87	3.5	4.5	144	*153	4.6	7.9	188				
SPORTS AFIELD	3125	*304	5.3	9.7	133	**124	5.0	4.0	128	*180	5.4	5.8	137				
SPORTS ILLUSTRATED	11159	872	15.1	7.8	107	350	14.2	3.1	101	521	15.7	4.7	111				
STAR	4095	391	6.8	9.5	131	*160	6.5	3.9	126	*232	7.0	5.7	135				
SUNDAY	25169	2132	36.8	8.5	116	755	30.6	3.0	96	1377	41.4	5.5	130				
SUNSET	1294	**197	3.4	15.2	208	**119	4.8	9.2	296	**78	2.3	6.0	144				
TV GUIDE	18508	1622	28.0	8.8	120	667	27.1	3.6	116	955	28.7	5.2	123				
TENNIS	645	**90	1.6	14.0	191	**51	2.1	7.9	254	**40	1.2	6.2	148				
TIME	12124	1153	19.9	9.5	130	418	17.0	3.4	111	735	22.1	6.1	145				
TOWN & COUNTRY	493	**157	2.7	31.8	436	**54	2.2	11.0	352	**104	3.1	21.1	503				
TRAVEL & LEISURE	1122	*233	4.0	20.8	284	**78	3.2	7.0	224	**155	4.7	13.8	329				
TRUE STORY	690	**167	2.9	24.2	331	**51	2.1	7.4	238	**116	3.5	16.8	401				
U.S. NEWS & WORLD REPORT	6571	617	10.7	9.4	129	*227	9.2	3.5	111	390	11.7	5.9	142				
USA TODAY	3120	350	6.0	11.2	154	**83	3.4	2.7	86	267	8.0	8.6	204				
US	1315	*191	3.3	14.5	199	**103	4.2	7.8	252	**88	2.6	6.7	160				
VOGUE	632	**149	2.6	23.6	323	**89	3.6	14.1	453	**59	1.8	9.3	223				
HALL STREET JOURNAL	4247	416	7.2	9.8	134	*191	7.7	4.5	145	225	6.8	5.3	126				
HEIGHT WATCHERS	398	**41	0.7	10.3	141	**3	0.1	0.8	24	*38	1.1	9.5	228				
WOMAN'S DAY	1139	*121	2.1	10.6	145	**60	2.4	5.3	169	*61	1.8	5.4	128				
WORKING MOTHER	*298	**81	1.4	27.2	372	**43	1.7	14.4	464	*37	1.1	12.4	296				
WORKING WOMAN	327	**78	1.3	23.9	327	**44	1.8	13.5	433	*34	1.0	10.4	248				
WORLD TENNIS	397	**79	1.4	19.9	272	**43	1.7	10.8	348	*36	1.1	9.1	216				
ZIFF-DAVIS MAG NETWK (GROSS)	9635	1190	20.6	12.4	169	611	24.8	6.3	204	580	17.4	6.0	144				
BLAIR INSERTS	43762	3401	58.7	7.8	106	1313	53.3	3.0	96	2089	62.8	4.8	114				
DAILY NEWSPAPERS																	
READ ANY	52459	3852	66.5	7.3	101	1472	59.7	2.8	90	2380	71.6	4.5	108				
READ ONE	41891	2988	51.6	7.1	98	1138	46.2	2.7	87	1850	55.7	4.4	105				
READ TWO OR MORE	10568	864	14.9	8.2	112	334	13.5	3.2	102	530	15.9	5.0	120				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	4081	70.5	7.9	108	1568	63.6	3.0	97	2513	75.6	4.8	115				
READ ONE	44561	3525	60.9	7.9	108	1371	55.6	3.1	99	2154	64.8	4.8	115				
READ TWO OR MORE	7368	556	9.6	7.5	103	*197	8.0	2.7	86	359	10.8	4.9	116				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	28.70				24.91				31.26							
30 DAY REACH	71522	5370	92.8	7.5	103	2164	87.8	3.0	97	3206	96.5	4.5	107				
50 SHWG - 30 DAY AV FREQ	15.55	14.84				13.04				16.03							
30 DAY REACH	68168	5186	89.6	7.6	104	2064	83.7	3.0	97	3122	93.9	4.6	109				
25 SHWG - 30 DAY AV FREQ	8.43	7.91				7.11				8.42							
30 DAY REACH	62898	4879	84.3	7.8	106	1899	77.0	3.0	97	2980	89.7	4.7	113				
CABLE TV: HOME WIRED	31664	2665	46.0	8.4	115	970	39.4	3.1	99	1694	51.0	5.3	128				
HOME NOT WIRED	47599	3125	54.0	6.6	90	1494	60.6	3.1	101	1630	49.0	3.4	82				
HAVE PAY CABLE	17139	1686	29.1	9.8	135	524	21.3	3.1	98	1162	35.0	6.8	162				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALES	88464	6970	100.0	7.9	100	2397	100.0	2.7	100	4574	100.0	5.2	100				
FEMALE HOMEMAkers	80986	6331	90.8	7.8	99	2205	92.0	2.7	100	4126	90.2	5.1	99				
EMPLOYED MOTHERS	18702	2038	29.2	10.9	138	585	24.4	3.1	115	1454	31.8	7.8	150				
18 - 24	14726	1273	18.3	8.6	110	*457	19.1	3.1	115	816	17.8	5.5	107				
25 - 34	20202	2050	29.4	10.1	129	545	22.7	2.7	100	1505	32.9	7.4	144				
35 - 44	14781	1338	19.2	9.1	115	*460	19.2	3.1	115	878	19.2	5.9	115				
45 - 54	11449	1059	15.2	9.2	117	*419	17.5	3.7	135	640	14.0	5.6	108				
55 - 64	11846	741	10.6	6.3	79	**209	8.7	1.8	65	*533	11.7	4.5	87				
65 OR OLDER	15459	509	7.3	3.3	42	*307	12.8	2.0	73	**202	4.4	1.3	25				
18 - 34	34928	3323	47.7	9.5	121	1002	41.8	2.9	106	2321	50.7	6.6	129				
18 - 49	55154	5308	76.2	9.6	122	1723	71.9	3.1	115	3585	78.4	6.5	126				
25 - 54	46433	4447	63.8	9.6	122	1424	59.4	3.1	113	3023	66.1	6.5	126				
35 - 49	20226	1985	28.5	9.8	125	721	30.1	3.6	132	1264	27.6	6.2	121				
50 OR OLDER	33310	1662	23.8	5.0	63	674	28.1	2.0	75	989	21.6	3.0	57				
GRADUATED COLLEGE	12110	1373	19.7	11.3	144	*382	15.9	3.2	116	991	21.7	8.2	158				
ATTENDED COLLEGE	15309	1642	23.6	10.7	136	543	22.7	3.5	131	1099	24.0	7.2	139				
GRADUATED HIGH SCHOOL	36912	2811	40.3	7.6	97	864	36.0	2.3	86	1946	42.5	5.3	102				
DID NOT GRADUATE HIGH SCHOOL	24134	1145	16.4	4.7	60	607	25.3	2.5	93	*538	11.8	2.2	43				
EMPLOYED FULL-TIME	35457	3780	54.2	10.7	135	1112	46.4	3.1	116	2668	58.3	7.5	146				
EMPLOYED PART-TIME	8514	860	12.3	10.1	128	**329	13.7	3.9	143	531	11.6	6.2	121				
NOT EMPLOYED	44494	2330	33.4	5.2	66	955	39.8	2.1	79	1375	30.1	3.1	60				
PROFESSIONAL/MANAGER	10811	1330	19.1	12.3	156	*413	17.2	3.8	141	917	20.0	8.5	164				
TECH/CLERICAL/SALES	19640	2286	32.8	11.6	148	662	27.6	3.4	124	1625	35.5	8.3	160				
PRECISION/CRAFT	1023	**91	1.3	8.9	113	*31	1.3	3.0	112	**60	1.3	5.9	113				
OTHER EMPLOYED	12498	933	13.4	7.5	95	*336	14.0	2.7	99	597	13.1	4.8	92				
SINGLE	15995	1448	20.8	9.1	115	526	21.9	3.3	121	922	20.2	5.8	111				
MARRIED	51689	4212	60.4	8.1	103	1243	51.9	2.4	89	2969	64.9	5.7	111				
DIVORCED/SEPARATED/WIDOWED	20780	1311	18.8	6.3	80	628	26.2	3.0	112	683	14.9	3.3	64				
PARENTS	33922	2934	42.1	8.6	110	899	37.5	2.7	98	2035	44.5	6.0	116				
WHITE	76422	6140	88.1	8.0	102	1947	81.2	2.5	94	4193	91.7	5.5	106				
BLACK	10066	667	9.6	6.6	84	379	15.8	3.8	139	*289	6.3	2.9	56				
OTHER	1976	**163	2.3	8.2	105	**71	3.0	3.6	133	**92	2.0	4.7	90				
NORTHEAST-CENSUS	19803	1555	22.3	7.9	100	588	24.5	3.0	110	967	21.1	4.9	94				
NORTH CENTRAL	22181	1613	23.1	7.3	92	489	20.4	2.2	81	1124	24.6	5.1	98				
SOUTH	30082	2105	30.2	7.0	89	727	30.3	2.4	89	1378	30.1	4.6	89				
WEST	16398	1698	24.4	10.4	131	592	24.7	3.6	133	1106	24.2	6.7	130				
NORTHEAST-MKTG.	20163	1657	23.8	8.2	104	650	27.1	3.2	119	1007	22.0	5.0	97				
EAST CENTRAL	13054	795	11.4	6.1	77	*265	11.1	2.0	75	530	11.6	4.1	79				
WEST CENTRAL	14993	1252	18.0	8.4	106	*398	16.6	2.7	98	854	18.7	5.7	110				
SOUTH	25785	1695	24.3	6.6	83	552	23.0	2.1	79	1144	25.0	4.4	86				
PACIFIC	14470	1571	22.5	10.9	138	*532	22.2	3.7	136	1039	22.7	7.2	139				
COUNTY SIZE A	36705	3417	49.0	9.3	118	1291	53.9	3.5	130	2126	46.5	5.8	112				
COUNTY SIZE B	26819	2171	31.1	8.1	103	684	28.5	2.6	94	1487	32.5	5.5	107				
COUNTY SIZE C	13597	947	13.6	7.0	88	*291	12.1	2.1	79	656	14.3	4.8	93				
COUNTY SIZE D	11344	*436	6.3	3.8	49	**130	5.4	1.1	42	*305	6.7	2.7	52				
METRO CENTRAL CITY	26825	2258	32.4	8.4	107	847	35.3	3.2	117	1411	30.8	5.3	102				
METRO SUBURBAN	39912	3587	51.5	9.0	114	1171	48.9	2.9	108	2417	52.8	6.1	117				
NON METRO	21728	1125	16.1	5.2	66	*379	15.8	1.7	64	746	16.3	3.4	66				
TOP 5 ADI'S	20847	1913	27.4	9.2	116	704	29.4	3.4	125	1209	26.4	5.8	112				
TOP 10 ADI'S	28719	2319	33.3	8.1	102	868	36.2	3.0	112	1452	31.7	5.1	98				
TOP 20 ADI'S	40904	3492	50.1	8.5	108	1304	54.4	3.2	118	2188	47.8	5.3	103				
HSGLD INC. \$50,000 OR MORE	7931	1099	15.8	13.9	176	*343	14.3	4.3	160	*757	16.6	9.5	185				
\$40,000 OR MORE	15233	1724	24.7	11.3	144	*540	22.5	3.5	131	1184	25.9	7.8	150				
\$30,000 OR MORE	28333	2889	41.4	10.2	129	881	36.8	3.1	115	2008	43.9	7.1	137				
\$25,000 OR MORE	36417	3764	54.0	10.3	131	1111	46.3	3.1	113	2654	58.0	7.3	141				
\$20,000 - \$24,999	9943	845	12.1	8.5	108	*252	10.5	2.5	94	*593	13.0	6.0	115				
\$15,000 - \$19,999	9211	763	10.9	8.3	105	*265	11.1	2.9	106	*499	10.9	5.4	105				
\$10,000 - \$14,999	13477	722	10.4	5.4	68	*236	9.8	1.8	65	486	10.6	3.6	70				
UNDER \$10,000	19418	876	12.6	4.5	57	533	22.2	2.7	101	*343	7.5	1.8	34				
HOUSEHOLD OF 1 PERSON	11987	812	11.6	6.8	86	373	15.6	3.1	115	439	9.6	3.7	71				
2 PEOPLE	27046	2108	30.2	7.8	99	730	30.5	2.7	100	1378	30.1	5.1	99				
3 OR 4 PEOPLE	34251	2868	41.1	8.4	106	899	37.5	2.6	97	1969	43.0	5.7	111				
5 OR MORE PEOPLE	15180	1182	17.0	7.8	99	**394	16.4	2.6	96	*788	17.2	5.2	100				
NO CHILD IN HSHLD	49819	3687	52.9	7.4	94	1354	56.5	2.7	100	2333	51.0	4.7	91				
CHILD(REN) UNDER 2 YRS	6045	*359	5.2	5.9	75	**98	4.1	1.6	60	**262	5.7	4.3	84				
2 - 5 YEARS	15233	1313	18.8	8.6	109	*495	20.7	3.2	120	818	17.9	5.4	104				
6 - 11 YEARS	16260	1407	20.2	8.7	110	*547	22.8	3.4	124	860	18.8	5.3	102				
12 - 17 YEARS	19173	1667	23.9	8.7	110	*532	22.2	2.8	102	1135	24.8	5.9	114				
RESIDENCE OWNED	61371	4770	68.4	7.8	99	1524	63.6	2.5	92	3246	71.0	5.3	102				
VALUE: \$50,000 OR MORE	35355	3440	49.4	9.7	123	1020	42.6	2.9	106	2420	52.9	6.8	132				
VALUE: UNDER \$50,000	26016	1330	19.1	5.1	65	*504	21.0	1.9	71	826	18.1	3.2	61				

			TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALES			88464	6970	100.0	7.9	100	2397	100.0	2.7	100	4574	100.0	5.2	100				
MAGAZINES	QUINTILE 1	17988	2286	32.8	12.7	161	700	29.2	3.9	144	1586	34.7	8.8	171					
	QUINTILE 2	19446	1742	25.0	9.0	114	569	23.7	2.9	108	1173	25.6	6.0	117					
	QUINTILE 3	14626	1004	14.4	6.9	87	*358	14.9	2.4	90	647	14.1	4.4	86					
	QUINTILE 4	16014	1018	14.6	6.4	81	*340	14.2	2.1	78	678	14.8	4.2	82					
	QUINTILE 5	20389	920	13.2	4.5	57	*430	17.9	2.1	78	*491	10.7	2.4	47					
NEWSPAPERS	QUINTILE 1	13830	1387	19.9	10.0	127	536	22.4	3.9	143	851	18.6	6.2	119					
	QUINTILE 2	26350	2142	30.7	8.1	103	694	29.0	2.6	97	1448	31.7	5.5	106					
	QUINTILE 3	12415	1152	16.5	9.3	118	*299	12.5	2.4	89	853	18.6	6.9	133					
	QUINTILE 4	21911	1436	20.6	6.6	83	415	17.3	1.9	70	1021	22.3	4.7	90					
	QUINTILE 5	13960	854	12.3	6.1	78	*453	18.9	3.2	120	*401	8.8	2.9	56					
OUTDOOR	QUINTILE 1	16810	1770	25.4	10.5	134	511	21.3	3.0	112	1259	27.5	7.5	145					
	QUINTILE 2	17101	1443	20.7	8.4	107	*496	20.7	2.9	107	947	20.7	5.5	107					
	QUINTILE 3	17579	1412	20.3	8.0	102	*422	17.6	2.4	89	990	21.6	5.6	109					
	QUINTILE 4	18343	1288	18.5	7.0	89	542	22.6	3.0	109	746	16.3	4.1	79					
	QUINTILE 5	18631	1058	15.2	5.7	72	*426	17.8	2.3	84	632	13.8	3.4	66					
RADIO-DRIVE TIME	QUINTILE 1	17390	1619	23.2	9.3	118	510	21.3	2.9	108	1109	24.2	6.4	123					
	QUINTILE 2	16591	1291	18.5	7.8	99	*427	17.8	2.6	95	865	18.9	5.2	101					
	QUINTILE 3	16910	1476	21.2	8.7	111	557	23.2	3.3	122	919	20.1	5.4	105					
	QUINTILE 4	18002	1261	18.1	7.0	89	*430	17.9	2.4	88	831	18.2	4.6	89					
	QUINTILE 5	19572	1323	19.0	6.8	86	474	19.8	2.4	89	850	18.6	4.3	84					
RADIO-MID- DAY	TERCILE 1	23248	1934	27.7	8.3	106	526	21.9	2.3	84	1409	30.8	6.1	117					
	TERCILE 2	23667	1886	27.1	8.0	101	698	29.1	2.9	109	1188	26.0	5.0	97					
	TERCILE 3	41549	3150	45.2	7.6	96	1173	48.9	2.8	104	1977	43.2	4.8	92					
RADIO-TOTAL	QUINTILE 1	17786	1656	23.8	9.3	118	534	22.3	3.0	111	1123	24.6	6.3	122					
	QUINTILE 2	17316	1342	19.3	7.8	98	396	16.5	2.3	84	946	20.7	5.5	106					
	QUINTILE 3	18428	1415	20.3	7.7	97	522	21.8	2.8	105	892	19.5	4.8	94					
	QUINTILE 4	17669	1491	21.4	8.4	107	601	25.1	3.4	126	890	19.5	5.0	97					
	QUINTILE 5	17265	1067	15.3	6.2	78	*344	14.4	2.0	74	723	15.8	4.2	81					
TV-PRIME TIME	QUINTILE 1	17416	1132	16.2	6.5	82	499	20.8	2.9	106	633	13.8	3.6	70					
	QUINTILE 2	17413	1377	19.8	7.9	100	*427	17.8	2.5	91	950	20.8	5.5	106					
	QUINTILE 3	17943	1638	23.5	9.1	116	431	18.0	2.4	89	1207	26.4	6.7	130					
	QUINTILE 4	18442	1451	20.8	7.9	100	*602	25.1	3.3	120	850	18.6	4.6	89					
	QUINTILE 5	17250	1373	19.7	8.0	101	*438	18.3	2.5	94	934	20.4	5.4	105					
TV-DAYTIME	TERCILE 1	29966	1824	26.2	6.1	77	687	28.7	2.3	85	1137	24.9	3.8	73					
	TERCILE 2	29480	2317	33.2	7.9	100	754	31.5	2.6	94	1562	34.1	5.3	102					
	TERCILE 3	29018	2830	40.6	9.8	124	955	39.8	3.3	121	1875	41.0	6.5	125					
TV-TOTAL	QUINTILE 1	17740	1069	15.3	6.0	76	489	20.4	2.8	102	*580	12.7	3.3	63					
	QUINTILE 2	17674	1473	21.1	8.3	106	*396	16.5	2.2	83	1077	23.5	6.1	118					
	QUINTILE 3	17730	1390	19.9	7.8	100	505	21.1	2.8	105	885	19.3	5.0	97					
	QUINTILE 4	17563	1553	22.3	8.8	112	510	21.3	2.9	107	1044	22.8	5.9	115					
	QUINTILE 5	17757	1485	21.3	8.4	106	*497	20.7	2.8	103	988	21.6	5.6	108					
MAGAZINES-NEWSPAPERS: DUAL			23278	2470	35.4	10.6	135	802	33.5	3.4	127	1668	36.5	7.2	139				
MAGAZINE IMPERATIVE			21634	2085	29.9	9.6	122	606	25.3	2.8	103	1479	32.3	6.8	132				
NEWSPAPER IMPERATIVE			23455	1554	22.3	6.6	84	581	24.2	2.5	91	973	21.3	4.1	80				
MAGAZINES-OUTDOOR: DUAL			17482	2102	30.2	12.0	153	677	28.2	3.9	143	1425	31.2	8.2	158				
MAGAZINE IMPERATIVE			28830	2476	35.5	8.6	109	826	34.5	2.9	106	1650	36.1	5.7	111				
OUTDOOR IMPERATIVE			26119	1649	23.7	6.3	80	519	21.7	2.0	73	1130	24.7	4.3	84				
MAGAZINES-RADIO: DUAL			20162	2181	31.3	10.8	137	638	26.6	3.2	117	1544	33.8	7.7	148				
MAGAZINE IMPERATIVE			26292	2490	35.7	9.5	120	893	37.3	3.4	125	1597	34.9	6.1	117				
RADIO IMPERATIVE			25308	1433	20.6	5.7	72	461	19.2	1.8	67	972	21.3	3.8	74				
MAGAZINES-TELEVISION: DUAL			17312	1845	26.5	10.7	135	521	21.7	3.0	111	1324	28.9	7.6	148				
MAGAZINE IMPERATIVE			29099	2883	41.4	9.9	126	988	41.2	3.4	125	1895	41.4	6.5	126				
TELEVISION IMPERATIVE			27505	1242	17.8	4.5	57	535	22.3	1.9	72	707	15.5	2.6	50				
NEWSPAPERS-OUTDOOR: DUAL			18628	2063	29.6	11.1	141	589	24.6	3.2	117	1474	32.2	7.9	153				
NEWSPAPER IMPERATIVE			29178	2164	31.0	7.4	94	839	35.0	2.9	106	1325	29.0	4.5	88				
OUTDOOR IMPERATIVE			25260	1952	28.0	7.7	98	651	27.2	2.6	95	1301	28.4	5.2	100				
NEWSPAPERS-RADIO: DUAL			19246	1697	24.3	8.8	112	638	26.6	3.3	122	1060	23.2	5.5	107				
NEWSPAPER IMPERATIVE			28155	2438	35.0	8.7	110	797	33.2	2.8	104	1641	35.9	5.8	113				
RADIO IMPERATIVE			25308	1990	28.6	7.9	100	562	23.4	2.2	82	1428	31.2	5.6	109				
NEWSPAPERS-TELEVISION: DUAL			18615	1585	22.7	8.5	108	537	22.4	2.9	106	1048	22.9	5.6	109				
NEWSPAPER IMPERATIVE			29207	2772	39.8	9.5	120	915	38.2	3.1	116	1858	40.6	6.4	123				
TELEVISION IMPERATIVE			25472	1638	23.5	6.4	82	629	26.2	2.5	91	1009	22.1	4.0	77				
OUTDOOR-RADIO: DUAL			17292	1620	23.2	9.4	119	463	19.3	2.7	99	1156	25.3	6.7	129				
OUTDOOR IMPERATIVE			26915	2361	33.9	8.8	111	787	32.8	2.9	108	1574	34.4	5.8	113				
RADIO IMPERATIVE			28938	2081	29.9	7.2	91	770	32.1	2.7	98	1312	28.7	4.5	88				
OUTDOOR-TELEVISION: DUAL			16112	1299	18.6	8.1	102	*439	18.3	2.7	101	861	18.8	5.3	103				
OUTDOOR IMPERATIVE			28228	2743	39.4	9.7	123	787	32.8	2.8	103	1956	42.8	6.9	134				
TELEVISION IMPERATIVE			30024	2036	29.2	6.8	86	758	31.6	2.5	93	1278	27.9	4.3	82				
RADIO-TELEVISION: DUAL			17803	1406	20.2	7.9	100	489	20.4	2.7	101	917	20.0	5.2	100				
RADIO IMPERATIVE			28338	2366	33.9	8.3	106	736	30.7	2.6	96	1630	35.6	5.8	111				
TELEVISION IMPERATIVE			28445	1955	28.0	6.9	87	703	29.3	2.5	91	1252	27.4	4.4	85				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	6970	100.0	7.9	100	2397	100.0	2.7	100	4574	100.0	5.2	100				
ATLANTIC MONTHLY	415	**29	0.4	7.0	89	**18	0.8	4.3	160	**11	0.2	2.7	51				
BARRON'S	522	**157	2.3	30.1	382	**47	2.0	9.0	332	**111	2.4	21.3	411				
BETTER HOMES & GARDENS	17429	1733	24.9	9.9	126	514	21.4	2.9	109	1220	26.7	7.0	135				
BOM APPETIT	2772	285	4.1	10.3	130	**91	3.8	3.3	121	*195	4.3	7.0	136				
BUSINESS WEEK	1469	*204	2.9	13.9	176	**60	2.5	4.1	151	**144	3.1	9.8	190				
CAR AND DRIVER	397	**44	0.6	11.1	141	**10	0.4	2.5	93	**34	0.7	8.6	166				
CBS MAGAZINE NETWORK (GROSS)	1633	**198	2.8	12.1	154	**50	2.1	3.1	113	**148	3.2	9.1	175				
CHANGING TIMES	1554	*181	2.6	11.6	148	**36	1.5	2.3	85	*145	3.2	9.3	180				
COLONIAL HOMES	1304	*149	2.1	11.4	145	**46	1.9	3.5	130	**103	2.3	7.9	153				
CONDE NAST MAG. PKG. (GROSS)	17858	2209	31.7	12.4	157	713	29.7	4.0	147	1495	32.7	8.4	162				
CONSUMERS DIGEST	1406	**133	1.9	9.5	120	**44	1.8	3.1	115	**89	1.9	6.3	122				
COSMOPOLITAN	8815	1052	15.1	11.9	151	396	16.5	4.5	166	657	14.4	7.5	144				
COUNTRY LIVING	2636	414	5.9	15.7	199	**139	5.8	5.3	195	*275	6.0	10.4	202				
CUISINE	1554	*155	2.2	10.0	127	**57	2.4	3.7	135	**98	2.1	6.3	122				
CYCLE WORLD	469	**64	0.9	13.6	173	**25	1.0	5.3	197	**39	0.9	8.3	161				
DCI:CREATIVE IDEAS FOR LIV	2631	*254	3.6	9.7	123	**73	3.0	2.8	102	*182	4.0	6.9	134				
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	726	10.4	10.3	130	*182	7.6	2.6	95	544	11.9	7.7	149				
DISCOVER	998	**128	1.8	12.8	163	**38	1.6	3.8	141	**91	2.0	9.1	176				
EBONY	4289	328	4.7	7.6	97	*149	6.2	3.5	128	*180	3.9	4.2	81				
ESQUIRE	1176	**98	1.4	8.3	106	**45	1.9	3.8	141	**53	1.2	4.5	87				
ESSENCE	2392	*186	2.7	7.8	99	*97	4.0	4.1	150	**89	1.9	3.7	72				
FAMILY CIRCLE	17209	1645	23.6	9.6	121	508	21.2	3.0	109	1138	24.9	6.6	128				
THE FAMILY HANDYMAN	1184	*193	2.8	16.3	207	**88	3.7	7.4	274	**105	2.3	8.9	172				
FAMILY WEEKLY	12391	910	13.1	7.3	93	217	9.1	1.8	65	693	15.2	5.6	108				
FIELD & STREAM	2438	*316	4.5	13.0	165	**120	5.0	4.9	182	*196	4.3	8.0	155				
FOOD & WINE	614	**124	1.8	20.2	256	**57	2.4	9.3	343	**68	1.5	11.1	214				
FORBES	813	*167	2.4	20.5	261	**34	1.4	4.2	154	**132	2.9	16.2	314				
FORTUNE	1083	*238	3.4	22.0	279	**55	2.3	5.1	187	**183	4.0	16.9	327				
GENTLEMEN'S QUARTERLY	1197	**135	1.9	11.3	143	**49	2.0	4.1	151	**86	1.9	7.2	139				
GLAMOUR	6625	856	12.3	12.9	164	*243	10.1	3.7	135	613	13.4	9.3	179				
GOLF DIGEST	707	**94	1.3	13.3	169	**34	1.4	4.8	177	**60	1.3	8.5	164				
GOLF DIGEST/TENNIS (GROSS)	1316	**138	2.0	10.5	133	**53	2.2	4.0	149	**85	1.9	6.5	125				
GOLF MAGAZINE	469	**64	0.9	13.6	173	**47	2.0	10.0	370	**17	0.4	3.6	70				
GOLF MAGAZINE/SKI (GROSS)	1060	**134	1.9	12.6	160	**85	3.5	8.0	296	**49	1.1	4.6	89				
GOOD HOUSEKEEPING	17784	1822	26.1	10.2	130	509	21.2	2.9	106	1313	28.7	7.4	143				
HARPER'S BAZAAR	2931	366	5.3	12.5	158	*127	5.3	4.3	160	*239	5.2	8.2	158				
HEALTH	2199	*269	3.9	12.2	155	**50	2.1	2.3	84	**219	4.8	10.0	193				
HEARST MAG CORP. BUY (GROSS)	49148	5569	79.9	11.3	144	1735	72.4	3.5	130	3834	83.8	7.8	151				
HEARST MAN POWER (GROSS)	2113	303	4.3	14.3	182	**48	2.0	2.3	84	*255	5.6	12.1	233				
HEARST WOMAN POWER (GROSS)	35062	3760	53.9	10.7	136	1159	48.4	3.3	122	2602	56.9	7.4	144				
HOUSE BEAUTIFUL	3865	470	6.7	12.2	154	*175	7.3	4.5	167	*294	6.4	7.6	147				
INC.	315	**71	1.0	22.5	286	**24	1.0	7.6	281	**47	1.0	14.9	289				
JET	3690	243	3.5	6.6	84	*142	5.9	3.8	142	*100	2.2	2.7	52				
LADIES' HOME JOURNAL	12930	1311	18.8	10.1	129	414	17.3	3.2	118	896	19.6	6.9	134				
LHJ FAMILY GRP COMBO(GROSS)	18161	2025	29.1	11.2	142	579	24.2	3.2	118	1446	31.6	8.0	154				
LIFE	5065	431	6.2	8.5	108	*186	7.8	3.7	136	*245	5.4	4.8	94				
L.A. TIMES HOME MAGAZINE	1310	*190	2.7	14.5	184	**40	1.7	3.1	113	**151	3.3	11.5	223				
MADEMOISELLE	3759	469	6.7	12.5	158	**157	6.5	4.2	154	*312	6.8	8.3	161				
MC CALL'S	14658	1486	21.3	10.1	129	474	19.8	3.2	119	1013	22.1	6.9	134				
MC CALL'S/WRK MOTHER (GROSS)	15857	1616	23.2	10.2	129	499	20.8	3.1	116	1116	24.4	7.0	136				
MECHANIX ILLUSTRATED	809	**63	0.9	7.8	99	**23	1.0	2.8	105	**40	0.9	4.9	96				
METROPOLITAN HOME	1009	*117	1.7	11.6	147	**38	1.6	3.8	139	**79	1.7	7.8	151				
MONEY	1707	*217	3.1	12.7	161	**66	2.8	3.9	143	**151	3.3	8.8	171				
MOTHER EARTH NEWS	1123	*163	2.3	14.5	184	**56	2.3	5.0	184	**107	2.3	9.5	184				
MS.	932	*157	2.3	16.8	214	**61	2.5	6.5	242	**96	2.1	10.3	199				
NATIONAL ENQUIRER	11971	1021	14.6	8.5	108	281	11.7	2.3	87	740	16.2	6.2	120				
NATIONAL GEOGRAPHIC	10503	1199	17.2	11.4	145	364	15.2	3.5	128	835	18.3	8.0	154				
NATIONAL SUNDAY MAGAZINE PKG	54325	4889	70.1	9.0	114	1528	63.7	2.8	104	3361	73.5	6.2	120				
NATURAL HISTORY	626	**25	1.2	13.6	172	**51	2.1	8.1	301	**34	0.7	5.4	105				
NEW WOMAN	1992	*166	2.4	8.3	106	**88	3.7	4.4	163	**78	1.7	3.9	76				
NEW YORK INCLUDING CUE	547	**79	1.1	14.4	183	**39	1.6	7.1	263	**40	0.9	7.3	141				
THE NEW YORKER	1380	*185	2.7	13.4	170	**63	2.6	4.6	168	*122	2.7	8.8	171				
NEWSWEEK	6925	836	12.0	12.1	153	275	11.5	4.0	147	561	12.3	8.1	157				
THE N.Y. TIMES DAILY EDITION	1363	*140	2.0	10.3	130	**44	1.8	3.2	119	**96	2.1	7.0	136				
THE N.Y. TIMES MAGAZINE	2333	227	3.3	9.7	123	**54	2.3	2.3	85	*173	3.8	7.4	143				
OMNI	872	**108	1.5	12.4	157	**30	1.3	3.4	127	**79	1.7	9.1	175				
ON CABLE	1298	**106	1.5	8.2	104	**39	1.6	3.0	111	**67	1.5	5.2	100				
1001 HOME IDEAS	3032	445	6.4	14.7	186	**115	4.8	3.8	140	*330	7.2	10.9	211				
ORGANIC GARDENING	1680	**123	1.8	7.3	93	**44	1.8	2.6	97	**79	1.7	4.7	91				
OUTDOOR LIFE	960	*154	2.2	16.0	204	**64	2.7	6.7	246	**89	1.9	9.3	179				
PARADE MAGAZINE	26755	2443	35.1	9.1	116	882	36.8	3.3	122	1561	34.1	5.8	113				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS ONE OR MORE				LIGHT USERS NONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALES	88464	6970	100.0	7.9	100	2397	100.0	2.7	100	4574	100.0	5.2	100				
PARENTS	4173	535	7.7	12.8	163	**161	6.7	3.9	142	374	8.2	9.0	173				
PENTHOUSE	973	**95	1.4	9.8	124	**55	2.3	5.7	209	**40	0.9	4.1	80				
PEOPLE	13479	1427	20.5	10.6	134	514	21.4	3.8	141	912	19.9	6.8	131				
PLAYBOY	2183	*235	3.4	10.8	137	**63	2.6	2.9	107	*172	3.8	7.9	152				
POPULAR HOT RODDING	388	**51	0.7	13.1	167	**22	0.9	5.7	209	**29	0.6	7.5	145				
POPULAR MECHANICS	1037	**110	1.6	10.6	135	**32	1.3	3.1	114	**78	1.7	7.5	145				
POPULAR SCIENCE	920	**61	0.9	6.6	84	**22	0.9	2.4	88	**38	0.8	4.1	80				
PREVENTION	4071	279	4.0	6.9	87	*116	4.8	2.8	105	*164	3.6	4.0	78				
PSYCHOLOGY TODAY	1940	*134	1.9	6.9	88	**52	2.2	2.7	99	**82	1.8	4.2	82				
READER'S DIGEST	24031	2385	34.2	9.9	126	809	33.8	3.4	124	1576	34.5	6.6	127				
REDBOOK	8464	885	12.7	10.5	133	254	10.6	3.0	111	632	13.8	7.5	144				
ROAD & TRACK	429	**74	1.1	17.2	219	**2	0.1	0.5	17	**72	1.6	16.8	325				
ROLLING STONE	1355	*190	2.7	14.0	178	**100	4.2	7.4	272	**90	2.0	6.6	128				
RUNNER'S WORLD	329	**37	0.5	11.2	143	**12	0.5	3.6	135	**25	0.5	7.6	147				
SATURDAY EVENING POST	1268	*132	1.9	10.4	132	**75	3.1	5.9	218	**57	1.2	4.5	87				
SCIENCE 84	702	**89	1.3	12.7	161	**23	1.0	3.3	121	**67	1.5	9.5	185				
SCIENCE DIGEST	553	**114	1.6	20.6	262	**10	0.4	1.8	67	**104	2.3	18.8	364				
SCIENTIFIC AMERICAN	615	**65	0.9	10.6	134	**25	1.0	4.1	150	**40	0.9	6.5	126				
SELF	2683	381	5.5	14.2	180	**109	4.5	4.1	150	*273	6.0	10.2	197				
SEVENTEEN	3309	*275	3.9	8.3	105	**152	6.3	4.6	170	**123	2.7	3.7	72				
SKI	591	**70	1.0	11.8	150	**38	1.6	6.4	237	**33	0.7	5.6	108				
SMITHSONIAN	3039	296	4.2	9.7	124	*134	5.6	4.4	163	*162	3.5	5.3	103				
SOAP OPERA DIGEST	3683	416	6.0	11.3	143	*169	7.1	4.6	169	*247	5.4	6.7	130				
SOUTHERN LIVING	4434	472	6.8	10.6	135	**109	4.5	2.5	91	363	7.9	8.2	158				
SPORT	701	**102	1.5	14.6	185	**44	1.8	6.3	232	**58	1.3	8.3	160				
THE SPORTING NEWS	518	**155	2.2	29.9	380	**98	4.1	18.9	698	**57	1.2	11.0	213				
SPORTS AFIELD	523	**79	1.1	15.1	192	**6	0.3	1.1	42	**73	1.6	14.0	270				
SPORTS ILLUSTRATED	3325	523	7.5	15.7	200	*181	7.6	5.4	201	*342	7.5	10.3	199				
STAR	8567	745	10.7	8.7	110	*250	10.4	2.9	108	495	10.8	5.8	112				
SUNDAY	27630	2668	38.3	9.7	123	968	40.4	3.5	129	1700	37.2	6.2	119				
SUNSET	2219	*281	4.0	12.7	161	**59	2.5	2.7	98	*222	4.9	10.0	193				
TV GUIDE	24258	2050	29.4	8.5	107	671	28.0	2.8	102	1379	30.1	5.7	110				
TENNIS	609	**43	0.6	7.1	90	**18	0.8	3.0	109	**25	0.5	4.1	79				
TIME	9929	1048	15.0	10.6	134	327	13.6	3.3	122	720	15.7	7.3	140				
TOWN & COUNTRY	1062	*96	1.4	9.0	115	**38	1.6	3.6	132	**58	1.3	5.5	106				
TRAVEL & LEISURE	1051	*168	2.4	16.0	203	**85	3.5	8.1	298	**82	1.8	7.8	151				
TRUE STORY	3946	*203	2.9	5.1	65	**67	2.8	1.7	63	**135	3.0	3.4	66				
U.S. NEWS & WORLD REPORT	3782	331	4.7	8.8	111	**95	4.0	2.5	93	*236	5.2	6.2	121				
USA TODAY	1874	*235	3.4	12.5	159	**50	2.1	2.7	98	*185	4.0	9.9	191				
US	2213	*182	2.6	8.2	104	**75	3.1	3.4	125	**107	2.3	4.8	94				
VOGUE	4792	502	7.2	10.5	133	*205	8.6	4.3	158	297	6.5	6.2	120				
MALL STREET JOURNAL	2045	*289	4.1	14.1	179	**123	5.1	6.0	222	*166	3.6	8.1	157				
HEIGHT WATCHERS	2364	273	3.9	11.5	147	**84	3.5	3.6	131	*189	4.1	8.0	155				
WOMAN'S DAY	15182	1683	24.1	11.1	141	517	21.6	3.4	126	1166	25.5	7.7	149				
WORKING MOTHER	1198	**129	1.9	10.8	137	**26	1.1	2.2	80	**104	2.3	8.7	168				
WORKING WOMAN	1523	*183	2.6	12.0	153	**54	2.3	3.5	131	**129	2.8	8.5	164				
WORLD TENNIS	*183	**18	0.3	9.8	125	**7	0.3	3.8	141	**11	0.2	6.0	116				
ZIFF-DAVIS MAG NETWK (GROSS)	2776	274	3.9	9.9	125	**112	4.7	4.0	149	*162	3.5	5.8	113				
BLAIR INSERTS	47909	4506	64.6	9.4	119	1424	59.4	3.0	110	3081	67.4	6.4	124				
DAILY NEWSPAPERS																	
READ ANY	56731	4652	66.7	8.2	104	1516	63.2	2.7	99	3137	68.6	5.5	107				
READ ONE	47696	3845	55.2	8.1	102	1233	51.4	2.6	95	2613	57.1	5.5	106				
READ TWO OR MORE	9034	807	11.6	8.9	113	283	11.8	3.1	116	524	11.5	5.8	112				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	5158	74.0	8.9	113	1658	69.2	2.9	106	3500	76.5	6.1	117				
READ ONE	50513	4375	62.8	8.7	110	1339	55.9	2.7	98	3036	66.4	6.0	116				
READ TWO OR MORE	7219	783	11.2	10.8	138	319	13.3	4.4	163	464	10.1	6.4	124				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	33.62				31.05				34.93							
30 DAY REACH	78184	6420	92.1	8.2	104	2169	90.5	2.8	102	4251	92.9	5.4	105				
50 SHWG - 30 DAY AV FREQ	14.80	17.55				16.00				18.35							
30 DAY REACH	74239	6170	88.5	8.3	105	2117	88.3	2.9	105	4053	88.6	5.5	106				
25 SHWG - 30 DAY AV FREQ	8.05	9.36				8.76				9.66							
30 DAY REACH	68254	5839	83.8	8.6	109	1955	81.6	2.9	106	3885	84.9	5.7	110				
CABLE TV: HOME WIRED	35215	3184	45.7	9.0	115	858	35.8	2.4	90	2326	50.9	6.6	128				
HOME NOT WIRED	53250	3787	54.3	7.1	90	1539	64.2	2.9	107	2248	49.1	4.2	82				
HAVE PAY CABLE	17885	1928	27.7	10.8	137	*502	20.9	2.8	104	1426	31.2	8.0	154				

	TOTAL U.S. '000	DRINK PREPARED COCKTAIL MIXES WITHOUT LIQUOR				POWDERED				LIQUID				A				B			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	12760	100.0	7.6	100	4103	100.0	2.4	100	9372	100.0	5.6	100								
MALES	79263	5789	45.4	7.3	96	1624	39.6	2.0	84	4309	46.0	5.4	97								
FEMALES	88464	6970	54.6	7.9	104	2479	60.4	2.8	115	5063	54.0	5.7	102								
18 - 24	28671	2489	19.5	8.7	114	717	17.5	2.5	102	1939	20.7	6.8	121								
25 - 34	39536	3618	28.4	9.2	120	1018	24.8	2.6	105	2758	29.4	7.0	125								
35 - 44	28978	2583	20.2	8.9	117	811	19.8	2.8	114	1924	20.5	6.6	119								
45 - 54	22345	1800	14.1	8.1	106	685	16.7	3.1	125	1264	13.5	5.7	101								
55 - 64	22224	1304	10.2	5.9	77	526	12.8	2.4	97	847	9.0	3.8	68								
65 OR OLDER	25973	966	7.6	3.7	49	*346	8.4	1.3	54	639	6.8	2.5	44								
18 - 34	68207	6107	47.9	9.0	118	1735	42.3	2.5	104	4697	50.1	6.9	123								
18 - 49	108058	9715	76.1	9.0	118	2931	71.4	2.7	111	7367	78.6	6.8	122								
18 - 54	90859	8001	62.7	8.8	116	2513	61.2	2.8	113	5946	63.4	6.5	117								
35 - 49	39851	3609	28.3	9.1	119	1196	29.1	3.0	123	2671	28.5	6.7	120								
50 OR OLDER	59669	3044	23.9	5.1	67	1172	28.6	2.0	80	2005	21.4	3.4	60								
GRADUATED COLLEGE	28091	2771	21.7	9.9	130	891	21.7	3.2	130	2033	21.7	7.2	130								
ATTENDED COLLEGE	28938	3029	23.7	10.5	138	1039	25.3	3.6	147	2241	23.9	7.7	139								
GRADUATED HIGH SCHOOL	65503	4824	37.8	7.4	97	1607	39.2	2.5	100	3474	37.1	5.3	95								
DID NOT GRADUATE HIGH SCHOOL	45195	2136	16.7	4.7	62	*567	13.8	1.3	51	1625	17.3	3.6	64								
EMPLOYED MALES	56429	4544	35.6	8.1	106	1258	30.7	2.2	91	3434	36.6	6.1	109								
EMPLOYED FEMALES	43971	4640	36.4	10.6	139	1662	40.5	3.8	155	3490	37.2	7.9	142								
EMPLOYED FULL-TIME	87773	7903	61.9	9.0	118	2606	63.5	3.0	121	5984	63.8	6.8	122								
EMPLOYED PART-TIME	12627	1281	10.0	10.1	133	*313	7.6	2.5	101	940	10.0	7.4	133								
NOT EMPLOYED	67327	3575	28.0	5.3	70	1183	28.8	1.8	72	2448	26.1	3.6	65								
PROFESSIONAL/MANAGER	25845	2581	20.2	10.0	131	893	21.8	3.5	141	1896	20.2	7.3	131								
TECH/CLERICAL/SALES	30895	3507	27.5	11.4	149	1126	27.4	3.6	149	2634	28.1	8.5	153								
PRECISION/CRAFT	12629	800	6.3	6.3	83	*277	6.8	2.2	90	589	6.3	4.7	83								
OTHER EMPLOYED	31031	2295	18.0	7.4	97	624	15.2	2.0	82	1804	19.2	5.8	104								
SINGLE	35557	3115	24.4	8.8	115	798	19.4	2.2	92	2300	24.5	6.5	116								
MARRIED	103585	7764	60.8	7.5	99	2721	66.3	2.6	107	5636	60.1	5.4	97								
DIVORCED/SEPARATED/WIDOWED	28585	1880	14.7	6.6	86	584	14.2	2.0	84	1437	15.3	5.0	90								
PARENTS	59295	4825	37.8	8.1	107	1634	39.8	2.8	113	3554	37.9	6.0	107								
WHITE	146081	11054	86.6	7.6	99	3630	88.5	2.5	102	8059	86.0	5.5	99								
BLACK	17974	1356	10.6	7.5	99	424	10.3	2.4	96	1021	10.9	5.7	102								
OTHER	3672	**349	2.7	9.5	125	**49	1.2	1.3	55	**292	3.1	8.0	142								
NORTHEAST-CENSUS	37005	2833	22.2	7.7	101	1469	35.8	4.0	162	1502	16.0	4.1	73								
NORTH CENTRAL	42642	2805	22.0	6.6	86	553	13.5	1.3	53	2302	24.6	5.4	97								
SOUTH	56777	4059	31.8	7.1	94	1499	36.5	2.6	108	3022	32.2	5.3	95								
WEST	31303	3062	24.0	9.8	129	*582	14.2	1.9	76	2547	27.2	8.1	146								
NORTHEAST-MKTG.	38125	3053	23.9	8.0	105	1521	37.1	4.0	163	1673	17.9	4.4	79								
EAST CENTRAL	24794	1464	11.5	5.9	78	526	12.8	2.1	87	1076	11.5	4.3	78								
WEST CENTRAL	28511	2064	16.2	7.2	95	*352	8.6	1.2	50	1740	18.6	6.1	109								
SOUTH	48953	3414	26.8	7.0	92	1248	30.4	2.5	104	2603	27.8	5.3	95								
PACIFIC	27344	2765	21.7	10.1	133	*456	11.1	1.7	68	2281	24.3	8.3	149								
COUNTY SIZE A	69301	6050	47.4	8.7	115	1808	44.1	2.6	107	4497	48.0	6.5	116								
COUNTY SIZE B	50633	4007	31.4	7.9	104	1504	36.7	3.0	121	2857	30.5	5.6	101								
COUNTY SIZE C	26259	1757	13.8	6.7	88	*589	14.4	2.2	92	1267	13.5	4.8	86								
COUNTY SIZE D	21534	946	7.4	4.4	58	**202	4.9	0.9	38	751	8.0	3.5	62								
METRO CENTRAL CITY	50014	4585	35.9	9.2	121	1309	31.9	2.6	107	3459	36.9	6.9	124								
METRO SUBURBAN	76832	6123	48.0	8.0	105	2197	53.5	2.9	117	4354	46.5	5.7	101								
NON METRO	40881	2052	16.1	5.0	66	*597	14.6	1.5	60	1559	16.6	3.8	68								
TOP 5 ADI'S	39550	3495	27.4	8.8	116	1034	25.2	2.6	107	2527	27.0	6.4	114								
TOP 10 ADI'S	54877	4427	34.7	8.1	106	1367	33.3	2.5	102	3231	34.5	5.9	105								
TOP 20 ADI'S	77516	6179	48.4	8.0	105	1819	44.3	2.3	96	4670	49.8	6.0	108								
MSHLD INC. \$50,000 OR MORE	17257	1908	15.0	11.1	145	*400	9.7	2.3	95	1520	16.2	8.8	158								
\$40,000 OR MORE	33235	3298	25.8	9.9	130	955	23.3	2.9	117	2433	26.0	7.3	131								
\$30,000 OR MORE	59693	5847	45.8	9.8	129	1905	46.4	3.2	130	4236	45.2	7.1	127								
\$25,000 OR MORE	76275	7260	56.9	9.5	125	2450	59.7	3.2	131	5318	56.7	7.0	125								
\$20,000 - \$24,999	18607	1363	10.7	7.3	96	*458	11.2	2.5	101	1013	10.8	5.4	97								
\$15,000 - \$19,999	17175	1313	10.3	7.6	100	525	12.8	3.1	125	907	9.7	5.3	95								
\$10,000 - \$14,999	24569	1343	10.5	5.5	72	*352	8.6	1.4	59	1061	11.3	4.3	77								
UNDER \$10,000	31101	1481	11.6	4.8	63	*318	7.8	1.0	42	1074	11.5	3.5	62								
HOUSEHOLD OF 1 PERSON	19441	1279	10.0	6.6	86	364	8.9	1.9	77	982	10.5	5.1	90								
2 PEOPLE	51803	3857	30.2	7.4	98	1211	29.5	2.3	96	2802	29.9	5.4	97								
3 OR 4 PEOPLE	66933	5339	41.8	8.0	105	1805	44.0	2.7	110	3981	42.5	5.9	106								
5 OR MORE PEOPLE	29550	2284	17.9	7.7	102	*724	17.6	2.5	100	1607	17.1	5.4	97								
NO CHILD IN MSHLD	96587	6929	54.3	7.2	94	2083	50.8	2.2	88	5107	54.5	5.3	95								
CHILD(REN) UNDER 2 YRS	10844	706	5.5	6.5	86	**182	4.4	1.7	69	*533	5.7	4.9	88								
2 - 5 YEARS	26358	2211	17.3	8.4	110	606	14.8	2.3	94	1754	18.7	6.7	119								
6 - 11 YEARS	30453	2579	20.2	8.5	111	959	23.4	3.1	129	1822	19.4	6.0	107								
12 - 17 YEARS	36575	2996	23.5	8.2	108	1145	27.9	3.1	128	2057	21.9	5.6	101								
RESIDENCE OWNED	117770	8817	69.1	7.5	98	3005	73.2	2.6	104	6458	68.9	5.5	98								
VALUE: \$50,000 OR MORE	70166	6176	48.4	8.8	116	2080	50.7	3.0	121	4543	48.5	6.5	116								
VALUE: UNDER \$50,000	47604	2641	20.7	5.5	73	925	22.5	1.9	79	1914	20.4	4.0	72								

		DRINK PREPARED COCKTAIL MIXES WITHOUT LIQUOR				POWDERED				LIQUID								
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	12760	100.0	7.6	100	4103	100.0	2.4	100	9372	100.0	5.6	100				
MAGAZINES	QUINTILE 1	34022	3869	30.3	11.4	149	1409	34.3	4.1	169	2984	31.8	8.8	157				
	QUINTILE 2	34800	3057	24.0	8.8	115	936	22.8	2.7	110	2098	22.4	6.0	108				
	QUINTILE 3	30514	2151	16.9	7.0	93	593	14.5	1.9	79	1603	17.1	5.3	94				
	QUINTILE 4	33324	2131	16.7	6.4	84	735	17.9	2.2	90	1520	16.2	4.6	82				
	QUINTILE 5	35066	1551	12.2	4.4	58	*429	10.5	1.2	50	1167	12.5	3.3	60				
NEWSPAPERS	QUINTILE 1	29107	2600	20.4	8.9	117	917	22.3	3.2	129	1953	20.8	6.7	120				
	QUINTILE 2	49095	3900	30.6	7.9	104	1322	32.2	2.7	110	2751	29.4	5.6	100				
	QUINTILE 3	23107	1845	14.5	8.0	105	674	16.4	2.9	119	1359	14.5	5.9	105				
	QUINTILE 4	33556	2341	18.3	7.0	92	720	17.5	2.1	88	1688	18.0	5.0	90				
	QUINTILE 5	32863	2075	16.3	6.3	83	*469	11.4	1.4	58	1621	17.3	4.9	88				
OUTDOOR	QUINTILE 1	33431	3114	24.4	9.3	122	1120	27.3	3.4	137	2347	25.0	7.0	126				
	QUINTILE 2	33478	2547	20.0	7.6	100	908	22.1	2.7	111	1887	20.1	5.6	101				
	QUINTILE 3	33574	2908	22.8	8.7	114	917	22.3	2.7	112	2052	21.9	6.1	109				
	QUINTILE 4	33935	2342	18.4	6.9	91	644	15.7	1.9	78	1720	18.4	5.1	91				
	QUINTILE 5	33310	1849	14.5	5.6	73	514	12.5	1.5	63	1367	14.6	4.1	73				
RADIO-DRIVE TIME	QUINTILE 1	33136	2828	22.2	8.5	112	948	23.1	2.9	117	2175	23.2	6.6	117				
	QUINTILE 2	31658	2503	19.6	7.9	104	793	19.3	2.5	102	1783	19.0	5.6	101				
	QUINTILE 3	32541	2677	21.0	8.2	108	881	21.5	2.7	111	1932	20.6	5.9	106				
	QUINTILE 4	34247	2520	19.7	7.4	97	672	16.4	2.0	80	1962	20.9	5.7	103				
	QUINTILE 5	36144	2232	17.5	6.2	81	810	19.7	2.2	92	1520	16.2	4.2	75				
RADIO-MID- DAY	TERCILE 1	45037	3598	28.2	8.0	105	1165	28.4	2.6	106	2702	28.8	6.0	107				
	TERCILE 2	44819	3347	26.2	7.5	98	1052	25.6	2.3	96	2312	24.7	5.2	92				
	TERCILE 3	77872	5814	45.6	7.5	98	1886	46.0	2.4	99	4359	46.5	5.6	100				
RADIO-TOTAL	QUINTILE 1	33763	2993	23.5	8.9	117	1040	25.3	3.1	126	2196	23.4	6.5	116				
	QUINTILE 2	33240	2599	20.4	7.8	103	827	20.2	2.5	102	1875	20.0	5.6	101				
	QUINTILE 3	33408	2441	19.1	7.3	96	830	20.2	2.5	102	1710	18.2	5.1	92				
	QUINTILE 4	34792	2738	21.5	7.9	103	722	17.6	2.1	85	2178	23.2	6.3	112				
	QUINTILE 5	32524	1989	15.6	6.1	80	685	16.7	2.1	86	1412	15.1	4.3	78				
TV-PRIME TIME	QUINTILE 1	33090	2230	17.5	6.7	89	792	19.3	2.4	98	1634	17.4	4.9	88				
	QUINTILE 2	33357	2422	19.0	7.3	95	762	18.6	2.3	93	1682	17.9	5.0	90				
	QUINTILE 3	33980	3008	23.6	8.9	116	1055	25.7	3.1	127	2154	23.0	6.3	113				
	QUINTILE 4	33854	2441	19.1	7.2	95	779	19.0	2.3	94	1845	19.7	5.4	98				
	QUINTILE 5	33444	2658	20.8	7.9	104	716	17.5	2.1	88	2057	21.9	6.2	110				
TV-DAYTIME	TERCILE 1	49121	3159	24.8	6.4	85	1118	27.2	2.3	93	2293	24.5	4.7	84				
	TERCILE 2	48823	3560	27.9	7.3	96	1130	27.5	2.3	95	2735	29.2	5.6	100				
	TERCILE 3	69782	6040	47.3	8.7	114	1856	45.2	2.7	109	4344	46.4	6.2	111				
TV-TOTAL	QUINTILE 1	33584	2239	17.5	6.7	88	736	17.9	2.2	90	1610	17.2	4.8	86				
	QUINTILE 2	33441	2426	19.0	7.3	95	812	19.8	2.4	99	1749	18.7	5.2	94				
	QUINTILE 3	33505	2363	18.5	7.1	93	807	19.7	2.4	98	1703	18.2	5.1	91				
	QUINTILE 4	33466	2981	23.4	8.9	117	1076	26.2	3.2	131	2151	23.0	6.4	115				
	QUINTILE 5	33731	2751	21.6	8.2	107	673	16.4	2.0	82	2160	23.0	6.4	115				
MAGAZINES-NEWSPAPERS: DUAL		44503	4459	34.9	10.0	132	1388	33.8	3.1	127	3325	35.5	7.5	134				
MAGAZINE IMPERATIVE		39363	3566	27.9	9.1	119	1159	28.2	2.9	120	2637	28.1	6.7	120				
NEWSPAPER IMPERATIVE		46441	2846	22.3	6.1	81	1079	26.3	2.3	95	1972	21.0	4.2	76				
MAGAZINES-OUTDOOR: DUAL		33726	3455	27.1	10.2	135	1134	27.6	3.4	137	2633	28.1	7.8	140				
MAGAZINE IMPERATIVE		52846	4642	36.4	8.8	115	1465	35.7	2.8	113	3315	35.4	6.3	112				
OUTDOOR IMPERATIVE		52140	3455	27.1	6.6	87	1258	30.7	2.4	99	2517	26.9	4.8	86				
MAGAZINES-RADIO: DUAL		37081	3808	29.8	10.3	135	1312	32.0	3.5	145	2899	30.9	7.8	140				
MAGAZINE IMPERATIVE		49747	4433	34.7	8.9	117	1380	33.6	2.8	113	3219	34.3	6.5	116				
RADIO IMPERATIVE		49208	2866	22.5	5.8	77	962	23.4	2.0	80	1956	20.9	4.0	71				
MAGAZINES-TELEVISION: DUAL		33103	3104	24.3	9.4	123	1026	25.0	3.1	127	2274	24.3	6.9	123				
MAGAZINE IMPERATIVE		54575	5250	41.1	9.6	126	1665	40.6	3.1	125	3901	41.6	7.1	128				
TELEVISION IMPERATIVE		53249	2686	21.1	5.0	66	896	21.8	1.7	69	1893	20.2	3.6	64				
NEWSPAPERS-OUTDOOR: DUAL		36255	3501	27.4	9.7	127	1371	33.4	3.8	155	2668	28.5	7.4	132				
NEWSPAPER IMPERATIVE		55591	4167	32.7	7.5	99	1336	32.6	2.4	98	2886	30.8	5.2	93				
OUTDOOR IMPERATIVE		48319	3650	28.6	7.6	99	1149	28.0	2.4	97	2679	28.6	5.5	99				
NEWSPAPERS-RADIO: DUAL		37242	3124	24.5	8.4	110	1124	27.4	3.0	123	2256	24.1	6.1	108				
NEWSPAPER IMPERATIVE		54423	4366	34.2	8.0	105	1467	35.8	2.7	110	3181	33.9	5.8	105				
RADIO IMPERATIVE		46650	3561	27.9	7.6	100	1051	25.6	2.3	92	2578	27.5	5.5	99				
NEWSPAPERS-TELEVISION: DUAL		35974	2802	22.0	7.8	102	1005	24.5	2.8	114	1987	21.2	5.5	99				
NEWSPAPER IMPERATIVE		56095	4958	38.9	8.8	116	1649	40.2	2.9	120	3678	39.2	6.6	117				
TELEVISION IMPERATIVE		47170	2950	23.1	6.3	82	865	21.1	1.8	75	2187	23.3	4.6	83				
OUTDOOR-RADIO: DUAL		33748	3040	23.8	9.0	118	1058	25.8	3.1	128	2199	23.5	6.5	117				
OUTDOOR IMPERATIVE		52785	4342	34.0	8.2	108	1463	35.7	2.8	113	3238	34.5	6.1	110				
RADIO IMPERATIVE		52882	3865	30.3	7.3	96	1201	29.3	2.3	93	2783	29.7	5.3	94				
OUTDOOR-TELEVISION: DUAL		32030	2491	19.5	7.8	102	802	19.5	2.5	102	1825	19.5	5.7	102				
OUTDOOR IMPERATIVE		54626	4913	38.5	9.0	118	1736	42.3	3.2	130	3599	38.4	6.6	118				
TELEVISION IMPERATIVE		54874	3576	28.0	6.5	86	1143	27.9	2.1	85	2550	27.2	4.6	83				
RADIO-TELEVISION: DUAL		33386	2364	18.5	7.1	93	733	17.9	2.2	90	1635	17.4	4.9	88				
RADIO IMPERATIVE		53810	4580	35.9	8.5	112	1600	39.0	3.0	122	3390	36.2	6.3	113				
TELEVISION IMPERATIVE		54023	3613	28.3	6.7	88	1173	28.6	2.2	89	2668	28.5	4.9	88				

	TOTAL U.S. '000	DRINK PREPARED COCKTAIL MIXES WITHOUT LIQUOR				POWDERED				LIQUID				A	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL ADULTS	167727	12760	100.0	7.6	100	4103	100.0	2.4	100	9372	100.0	5.6	100				
ATLANTIC MONTHLY	867	**82	0.6	9.5	124	**7	0.2	0.8	33	**76	0.8	8.8	157				
BARRON'S	1580	*333	2.6	21.1	277	**88	2.1	5.6	228	*257	2.7	16.3	291				
BETTER HOMES & GARDENS	22203	2203	17.3	9.9	130	832	20.3	3.7	153	1620	17.3	7.3	131				
BON APPETIT	3810	471	3.7	12.4	162	*114	2.8	3.0	122	407	4.3	10.7	191				
BUSINESS WEEK	4663	654	5.1	14.0	184	*214	5.2	4.6	188	507	5.4	10.9	195				
CAR AND DRIVER	3102	346	2.7	11.2	147	**100	2.4	3.2	132	*281	3.0	9.1	162				
CBS MAGAZINE NETWORK (GROSS)	7311	935	7.3	12.8	168	*174	4.2	2.4	97	812	8.7	11.1	199				
CHANGING TIMES	3400	434	3.4	12.8	168	*142	3.5	4.2	171	302	3.2	8.9	159				
COLONIAL HOMES	1796	*254	2.0	14.1	186	**92	2.2	5.1	209	*216	2.3	12.0	215				
CONDE NAST MAG. PKG. (GROSS)	19924	2639	20.7	13.2	174	761	18.5	3.8	156	2128	22.7	10.7	191				
CONSUMERS DIGEST	3125	343	2.7	11.0	144	**158	3.9	5.1	207	*233	2.5	7.5	133				
COSMOPOLITAN	10577	1216	9.5	11.5	151	524	12.8	5.0	203	844	9.0	8.0	143				
COUNTRY LIVING	3746	530	4.2	14.1	186	*225	5.5	6.0	246	*414	4.4	11.1	198				
CUISINE	2214	*267	2.1	12.1	159	**95	2.3	4.3	175	*215	2.3	9.7	174				
CYCLE WORLD	2394	*261	2.0	10.9	143	**74	1.8	3.1	126	*211	2.3	8.8	158				
DCI:CREATIVE IDEAS FOR LIV	3068	361	2.8	11.8	155	**118	2.9	3.8	157	*309	3.3	10.1	180				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1095	8.6	11.5	151	353	8.6	3.7	151	909	9.7	9.5	170				
DISCOVER	2277	*326	2.6	14.3	188	**97	2.4	4.3	174	*266	2.8	11.7	209				
EBONY	7187	624	4.9	8.7	114	250	6.1	3.5	142	416	4.4	5.8	104				
ESQUIRE	2560	*272	2.1	10.6	140	**78	1.9	3.0	125	*217	2.3	8.5	152				
ESSENCE	3242	347	2.7	10.7	141	**111	2.7	3.4	140	*281	3.0	8.7	155				
FAMILY CIRCLE	19639	1908	15.0	9.7	128	856	20.9	4.4	178	1241	13.2	6.3	113				
THE FAMILY HANDYMAN	3540	482	3.8	13.6	179	*189	4.6	5.3	218	380	4.1	10.7	192				
FAMILY WEEKLY	23924	1742	13.7	7.3	96	662	16.1	2.8	113	1096	11.7	4.6	82				
FIELD & STREAM	9883	920	7.2	9.3	122	*221	5.4	2.2	91	767	8.2	7.8	139				
FOOD & WINE	1030	*215	1.7	20.9	274	**17	0.4	1.7	67	*202	2.2	19.6	351				
FORBES	2679	413	3.2	15.4	203	*100	2.4	3.7	153	336	3.6	12.5	224				
FORTUNE	2931	526	4.1	17.9	236	*143	3.5	4.9	199	437	4.7	14.9	267				
GENTLEMEN'S QUARTERLY	3481	468	3.7	13.4	177	**100	2.4	2.9	117	382	4.1	11.0	196				
GLAMOUR	7163	922	7.2	12.9	169	*236	5.8	3.3	135	774	8.3	10.8	193				
GOLF DIGEST	2355	263	2.1	11.2	147	**46	1.1	2.0	80	*237	2.5	10.1	180				
GOLF DIGEST/TENNIS (GROSS)	3610	397	3.1	11.0	145	**88	2.1	2.4	100	334	3.6	9.3	166				
GOLF MAGAZINE	2046	*208	1.6	10.2	134	**53	1.3	2.6	106	*168	1.8	8.2	147				
GOLF MAGAZINE/SKI (GROSS)	3547	374	2.9	10.5	139	*72	1.8	2.0	83	305	3.3	8.6	154				
GOOD HOUSEKEEPING	20353	2068	16.2	10.2	134	718	17.5	3.5	144	1607	17.1	7.9	141				
HARPER'S BAZAAR	3362	429	3.4	12.8	168	**97	2.4	2.9	118	*329	3.5	9.8	175				
HEALTH	2987	*340	2.7	11.4	150	**51	1.2	1.7	70	*288	3.1	9.6	173				
HEARST MAG CORP. BUY (GROSS)	67928	7677	60.2	11.3	149	2817	68.7	4.1	170	5726	61.1	8.4	151				
HEARST MAN POWER (GROSS)	11282	1195	9.4	10.6	139	378	9.2	3.4	137	927	9.9	8.2	147				
HEARST WOMAN POWER (GROSS)	40514	4273	33.5	10.5	139	1658	40.4	4.1	167	3140	33.5	7.8	139				
HOUSE BEAUTIFUL	4885	587	4.6	12.0	158	*232	5.7	4.7	194	432	4.6	8.8	158				
INC.	1308	*253	2.0	19.3	254	**45	1.1	3.4	141	**208	2.2	15.9	285				
JET	6498	591	4.6	9.1	120	*199	4.9	3.1	125	446	4.8	6.9	123				
LADIES' HOME JOURNAL	14797	1507	11.8	10.2	134	467	11.4	3.2	129	1170	12.5	7.9	142				
LHJ FAMILY GRP COMBO(GROSS)	21743	2396	18.8	11.0	145	729	17.8	3.4	137	1850	19.7	8.5	152				
LIFE	9881	979	7.7	9.9	130	269	6.6	2.7	111	794	8.5	8.0	144				
L.A. TIMES HOME MAGAZINE	2775	342	2.7	12.3	162	**43	1.0	1.5	63	331	3.5	11.9	213				
MADAMOISELLE	4219	558	4.4	13.2	174	*202	4.9	4.8	196	417	4.4	9.9	177				
MC CALL'S	16422	1647	12.9	10.0	132	597	14.6	3.6	149	1260	13.4	7.7	137				
MC CALL'S/WRK MOTHER (GROSS)	17919	1857	14.6	10.4	136	649	15.8	3.6	148	1438	15.3	8.0	144				
MECHANIX ILLUSTRATED	4433	497	3.9	11.2	147	*189	4.6	4.3	174	335	3.6	7.6	135				
METROPOLITAN HOME	1504	*210	1.6	14.0	184	**59	1.4	3.9	160	*193	2.1	12.8	230				
MONEY	4723	581	4.6	12.3	162	*149	3.6	3.2	129	459	4.9	9.7	174				
MOTHER EARTH NEWS	2325	*255	2.0	11.0	144	**53	1.3	2.3	93	*207	2.2	8.9	159				
MS.	1189	*205	1.6	17.2	227	**67	1.6	5.6	230	**171	1.8	14.4	257				
NATIONAL ENQUIRER	18892	1558	12.2	8.2	108	492	12.0	2.6	106	1144	12.2	6.1	108				
NATIONAL GEOGRAPHIC	22129	2130	16.7	9.6	127	732	17.8	3.3	135	1626	17.3	7.3	132				
NATIONAL SUNDAY MAGAZINE PKG	103750	8716	68.3	8.4	110	2875	70.1	2.8	113	6411	68.4	6.2	111				
NATURAL HISTORY	1379	*195	1.5	14.1	186	**47	1.1	3.4	139	*166	1.8	12.0	215				
NEW WOMAN	2289	*229	1.8	10.0	132	**50	1.2	2.2	89	*208	2.2	9.1	163				
NEW YORK INCLUDING CUE	1088	*154	1.2	14.2	186	**33	0.8	3.0	124	**131	1.4	12.0	215				
THE NEW YORKER	2459	321	2.5	13.1	172	*119	2.9	4.8	198	226	2.4	9.2	164				
NEWSWEEK	16527	1721	13.5	10.4	137	575	14.0	3.5	142	1285	13.7	7.8	139				
THE N.Y. TIMES DAILY EDITION	2739	276	2.2	10.1	132	*130	3.2	4.7	194	*144	1.5	5.3	94				
THE N.Y. TIMES MAGAZINE	4443	429	3.4	9.7	127	214	5.2	4.8	197	248	2.6	5.6	100				
OMNI	2799	*272	2.1	9.7	128	**71	1.7	2.5	104	*210	2.2	7.5	134				
ON CABLE	2209	*267	2.1	12.1	159	**54	1.3	2.4	100	*210	2.2	9.5	170				
1001 HOME IDEAS	3959	549	4.3	13.9	182	*211	5.1	5.3	218	*392	4.2	9.9	177				
ORGANIC GARDENING	3111	*219	1.7	7.0	93	**75	1.8	2.4	99	*155	1.7	5.0	89				
OUTDOOR LIFE	5024	663	5.2	13.2	173	*151	3.7	3.0	123	517	5.5	10.3	184				
PARADE MAGAZINE	51292	4159	32.6	8.1	107	1457	35.5	2.8	116	3110	33.2	6.1	109				

	TOTAL U.S. '000	DRINK PREPARED COCKTAIL MIXES WITHOUT LIQUOR				POWDERED				LIQUID				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	12760	100.0	7.6	100	4103	100.0	2.4	100	9372	100.0	5.6	100				
PARENTS	5298	717	5.6	13.5	178	*198	4.8	3.7	153	586	6.3	11.1	198				
PENTHOUSE	5129	609	4.8	11.9	156	*175	4.3	3.4	139	475	5.1	9.3	166				
PEOPLE	21070	2122	16.6	10.1	132	675	16.5	3.2	131	1676	17.9	8.0	142				
PLAYBOY	10562	1178	9.2	11.2	147	346	8.4	3.3	134	902	9.6	8.5	153				
POPULAR HOT RODDING	2498	*395	3.1	15.8	208	**98	2.4	3.9	160	*384	4.1	15.4	275				
POPULAR MECHANICS	5887	584	4.6	9.9	130	*159	3.9	2.7	110	442	4.7	7.5	134				
POPULAR SCIENCE	4317	457	3.6	10.6	139	*115	2.8	2.7	109	346	3.7	8.0	143				
PREVENTION	5792	493	3.9	8.5	112	*169	4.1	2.9	119	352	3.8	6.1	109				
PSYCHOLOGY TODAY	3284	310	2.4	9.4	124	*86	2.1	2.6	107	*216	2.3	6.6	118				
READER'S DIGEST	40046	3502	27.4	8.7	115	1148	28.0	2.9	117	2626	28.0	6.6	117				
REDBOOK	9584	989	7.8	10.3	136	416	10.1	4.3	177	689	7.4	7.2	129				
ROAD & TRACK	2590	367	2.9	14.2	186	**48	1.2	1.9	76	*343	3.7	13.2	237				
ROLLING STONE	3302	397	3.1	12.0	158	**96	2.3	2.9	119	351	3.7	10.6	190				
RUNNER'S WORLD	1229	**135	1.1	11.0	144	**37	0.9	3.0	123	**127	1.4	10.3	185				
SATURDAY EVENING POST	2110	*268	2.1	12.7	167	**79	1.9	3.7	153	*196	2.1	9.3	166				
SCIENCE 84	1543	*177	1.4	11.5	151	**33	0.8	2.1	87	*161	1.7	10.4	187				
SCIENCE DIGEST	1747	*228	1.8	13.1	172	**87	2.1	5.0	204	*191	2.0	10.9	196				
SCIENTIFIC AMERICAN	1994	*273	2.1	13.7	180	**71	1.7	3.6	146	**146	1.6	7.3	131				
SELF	3119	509	4.0	16.3	215	**139	3.4	4.5	182	424	4.5	13.6	243				
SEVENTEEN	3923	*352	2.8	9.0	118	**79	1.9	2.0	82	*284	3.0	7.2	130				
SKI	1501	*166	1.3	11.1	145	**18	0.4	1.2	49	**137	1.5	9.1	163				
SMITHSONIAN	5976	591	4.6	9.9	130	*165	4.0	2.8	113	459	4.9	7.7	137				
SOAP OPERA DIGEST	4228	484	3.8	11.4	150	**148	3.6	3.5	143	395	4.2	9.3	167				
SOUTHERN LIVING	6488	734	5.8	11.3	149	*236	5.8	3.6	149	599	6.4	9.2	165				
SPORT	3500	383	3.0	10.9	144	**99	2.4	2.8	116	*322	3.4	9.2	165				
THE SPORTING NEWS	2456	*395	3.1	16.1	211	**95	2.3	3.9	158	*298	3.2	12.1	217				
SPORTS AFIELD	3648	383	3.0	10.5	138	**132	3.2	3.6	148	*294	3.1	8.1	144				
SPORTS ILLUSTRATED	14484	1394	10.9	9.6	127	422	10.3	2.9	119	1094	11.7	7.6	135				
STAR	12661	1137	8.9	9.0	118	358	8.7	2.8	116	861	9.2	6.8	122				
SUNDAY	52799	4800	37.6	9.1	119	1372	33.4	2.6	106	3596	38.4	6.8	122				
SUNSET	3513	478	3.7	13.6	179	**103	2.5	2.9	120	340	3.6	9.7	173				
TV GUIDE	42766	3671	28.8	8.6	113	1044	25.4	2.4	100	2812	30.0	6.6	118				
TENNIS	1254	**134	1.1	10.7	140	**43	1.0	3.4	140	**97	1.0	7.7	138				
TIME	22054	2201	17.2	10.0	131	816	19.9	3.7	151	1605	17.1	7.3	130				
TOWN & COUNTRY	1555	*253	2.0	16.3	214	**86	2.1	5.5	226	*155	1.7	10.0	178				
TRAVEL & LEISURE	2173	401	3.1	18.5	243	**127	3.1	5.8	239	333	3.6	15.3	274				
TRUE STORY	4636	*369	2.9	8.0	105	**76	1.9	1.6	67	*309	3.3	6.7	119				
U.S. NEWS & WORLD REPORT	10353	948	7.4	9.2	120	339	8.3	3.3	134	718	7.7	6.9	124				
USA TODAY	4994	585	4.6	11.7	154	*172	4.2	3.4	141	479	5.1	9.6	172				
US	3528	373	2.9	10.6	139	**81	2.0	2.3	94	325	3.5	9.2	165				
VOGUE	5424	651	5.1	12.0	158	*184	4.5	3.4	139	513	5.5	9.5	169				
WALL STREET JOURNAL	6292	705	5.5	11.2	147	*131	3.2	2.1	85	607	6.5	9.6	173				
WEIGHT WATCHERS	2762	314	2.5	11.4	149	**107	2.6	3.9	158	*272	2.9	9.8	176				
WOMAN'S DAY	16320	1804	14.1	11.1	145	783	19.1	4.8	196	1230	13.1	7.5	135				
WORKING MOTHER	1496	**210	1.6	14.0	185	**52	1.3	3.5	142	**179	1.9	12.0	214				
WORKING WOMAN	1851	*261	2.0	14.1	185	**88	2.1	4.8	194	*211	2.3	11.4	204				
WORLD TENNIS	580	**97	0.8	16.7	220	**26	0.6	4.5	183	**71	0.8	12.2	219				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1464	11.5	11.8	155	*379	9.2	3.1	125	1121	12.0	9.0	162				
BLAIR INSERTS	91671	7907	62.0	8.6	113	2610	63.6	2.8	116	5965	63.6	6.5	116				
DAILY NEWSPAPERS																	
READ ANY	109190	8504	66.6	7.8	102	3016	73.5	2.8	113	6074	64.8	5.6	100				
READ ONE	89587	6833	53.6	7.6	100	2449	59.7	2.7	112	4791	51.1	5.3	96				
READ TWO OR MORE	19602	1671	13.1	8.5	112	567	13.8	2.9	118	1282	13.7	6.5	117				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9239	72.4	8.4	111	3059	74.6	2.8	114	6800	72.6	6.2	111				
READ ONE	95074	7900	61.9	8.3	109	2649	64.6	2.8	114	5782	61.7	6.1	109				
READ TWO OR MORE	14588	1339	10.5	9.2	121	410	10.0	2.8	115	1018	10.9	7.0	125				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.38				33.39				31.89							
30 DAY REACH	149706	11790	92.4	7.9	104	3867	94.2	2.6	106	8634	92.1	5.8	103				
50 SHWG - 30 DAY AV FREQ	15.16	16.31				17.30				16.56							
30 DAY REACH	142406	11356	89.0	8.0	105	3739	91.1	2.6	107	8321	88.8	5.8	105				
25 SHWG - 30 DAY AV FREQ	8.23	8.70				9.20				8.79							
30 DAY REACH	131152	10718	84.0	8.2	107	3535	86.2	2.7	110	7888	84.2	6.0	108				
CABLE TV: HOME WIRED	66879	5848	45.8	8.7	115	2036	49.6	3.0	124	4199	44.8	6.3	112				
HOME NOT WIRED	100848	6911	54.2	6.9	90	2067	50.4	2.0	84	5173	55.2	5.1	92				
HAVE PAY CABLE	35024	3613	28.3	10.3	136	1175	28.6	3.4	137	2761	29.5	7.9	141				

	TOTAL U.S. '000	HOLLAND HOUSE				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D												
TOTAL ADULTS	167727	4008	100.0	2.4	100												
MALES	79263	1749	43.6	2.2	92												
FEMALES	88464	2259	56.4	2.6	107												
18 - 24	28671	686	17.1	2.4	100												
25 - 34	39536	1073	26.8	2.7	114												
35 - 44	28978	871	21.7	3.0	126												
45 - 54	22345	672	16.8	3.0	126												
55 - 64	22224	*390	9.7	1.8	73												
65 OR OLDER	25973	*316	7.9	1.2	51												
18 - 34	68207	1760	43.9	2.6	108												
18 - 49	108058	3022	75.4	2.8	117												
25 - 54	90859	2616	65.3	2.9	120												
35 - 49	39851	1263	31.5	3.2	133												
50 OR OLDER	59669	986	24.6	1.7	69												
GRADUATED COLLEGE	28091	931	23.2	3.3	139												
ATTENDED COLLEGE	28938	1038	25.9	3.6	150												
GRADUATED HIGH SCHOOL	65503	1527	38.1	2.3	98												
DID NOT GRADUATE HIGH SCHOOL	45195	*512	12.8	1.1	47												
EMPLOYED MALES	56429	1425	35.6	2.5	106												
EMPLOYED FEMALES	43971	1538	38.4	3.5	146												
EMPLOYED FULL-TIME	87773	2560	63.9	2.9	122												
EMPLOYED PART-TIME	12627	*403	10.1	3.2	134												
NOT EMPLOYED	67327	1046	26.1	1.6	65												
PROFESSIONAL/MANAGER	25845	706	17.6	2.7	114												
TECH/CLERICAL/SALES	30895	1276	31.8	4.1	173												
PRECISION/CRAFT	12629	*319	8.0	2.5	106												
OTHER EMPLOYED	31031	662	16.5	2.1	89												
SINGLE	35557	818	20.4	2.3	96												
MARRIED	103585	2689	67.1	2.6	109												
DIVORCED/SEPARATED/WIDOWED	28585	502	12.5	1.8	73												
PARENTS	59295	1694	42.3	2.9	120												
WHITE	146081	3732	93.1	2.6	107												
BLACK	17974	*230	5.7	1.3	54												
OTHER	3672	**46	1.1	1.3	52												
NORTHEAST-CENSUS	37005	1042	26.0	2.8	118												
NORTH CENTRAL	42642	1042	26.0	2.4	102												
SOUTH	56777	1256	31.3	2.2	93												
WEST	31303	668	16.7	2.1	89												
NORTHEAST-MKTG.	38125	1023	25.5	2.7	112												
EAST CENTRAL	24794	613	15.3	2.5	103												
WEST CENTRAL	28511	789	19.7	2.8	116												
SOUTH	48953	1049	26.2	2.1	90												
PACIFIC	27344	*535	13.3	2.0	82												
COUNTY SIZE A	69301	1811	45.2	2.6	109												
COUNTY SIZE B	50633	1268	31.6	2.5	105												
COUNTY SIZE C	26259	*619	15.4	2.4	99												
COUNTY SIZE D	21534	*311	7.8	1.4	60												
METRO CENTRAL CITY	50014	1072	26.7	2.1	90												
METRO SUBURBAN	76832	2161	53.9	2.8	118												
NON METRO	40881	775	19.3	1.9	79												
TOP 5 ADI'S	39550	1131	28.2	2.9	120												
TOP 10 ADI'S	54877	1352	33.7	2.5	103												
TOP 20 ADI'S	77516	1890	47.2	2.4	102												
HSHLD INC. \$50,000 OR MORE	17257	537	13.4	3.1	130												
\$40,000 OR MORE	33235	973	24.3	2.9	123												
\$30,000 OR MORE	59693	1769	44.1	3.0	124												
\$25,000 OR MORE	76275	2398	59.8	3.1	132												
\$20,000 - \$24,999	18607	*467	11.7	2.5	105												
\$15,000 - \$19,999	17175	*324	8.1	1.9	79												
\$10,000 - \$14,999	24569	396	9.9	1.6	67												
UNDER \$10,000	31101	*424	10.6	1.4	57												
HOUSEHOLD OF 1 PERSON	19441	409	10.2	2.1	88												
2 PEOPLE	51803	1146	28.6	2.2	93												
3 OR 4 PEOPLE	66933	1819	45.4	2.7	114												
5 OR MORE PEOPLE	29550	*634	15.8	2.1	90												
NO CHILD IN HSHLD	96587	2126	53.0	2.2	92												
CHILD(REN) UNDER 2 YRS	10844	**161	4.0	1.5	62												
2 - 5 YEARS	26358	676	16.9	2.6	107												
6 - 11 YEARS	30453	789	19.7	2.6	108												
12 - 17 YEARS	36575	964	24.1	2.6	110												
RESIDENCE OWNED	117770	3005	75.0	2.6	107												
VALUE: \$50,000 OR MORE	70166	2068	51.6	2.9	123												
VALUE: UNDER \$50,000	47604	937	23.4	2.0	82												

		HOLLAND HOUSE																							
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX			A '000	B % DOWN	C % ACROSS	D INDX			A '000	B % DOWN	C % ACROSS	D INDX			A '000	B % DOWN	C % ACROSS	D INDX	
TOTAL ADULTS		167727	4008	100.0	2.4	100																			
MAGAZINES	QUINTILE 1	34022	1205	30.1	3.5	148																			
	QUINTILE 2	34800	1062	26.5	3.1	128																			
	QUINTILE 3	30514	674	16.8	2.2	92																			
	QUINTILE 4	33324	695	17.3	2.1	87																			
	QUINTILE 5	35066	*374	9.3	1.1	45																			
NEWSPAPERS	QUINTILE 1	29107	824	20.6	2.8	118																			
	QUINTILE 2	49095	1249	31.2	2.5	106																			
	QUINTILE 3	23107	565	14.1	2.4	102																			
	QUINTILE 4	33556	847	21.1	2.5	106																			
	QUINTILE 5	32863	*524	13.1	1.6	67																			
OUTDOOR	QUINTILE 1	33431	1049	26.2	3.1	131																			
	QUINTILE 2	33478	904	22.6	2.7	113																			
	QUINTILE 3	33574	918	22.9	2.7	114																			
	QUINTILE 4	33935	630	15.7	1.9	78																			
	QUINTILE 5	33310	507	12.6	1.5	64																			
RADIO-DRIVE TIME	QUINTILE 1	33136	979	24.4	3.0	124																			
	QUINTILE 2	31658	713	17.8	2.3	94																			
	QUINTILE 3	32541	778	19.4	2.4	100																			
	QUINTILE 4	34247	767	19.1	2.2	94																			
	QUINTILE 5	36144	771	19.2	2.1	89																			
RADIO-MID- DAY	TERCILE 1	45037	1193	29.8	2.6	111																			
	TERCILE 2	44819	872	21.8	1.9	81																			
	TERCILE 3	77872	1944	48.5	2.5	104																			
RADIO-TOTAL	QUINTILE 1	33763	1176	29.3	3.5	146																			
	QUINTILE 2	33240	618	15.4	1.9	78																			
	QUINTILE 3	33408	644	16.1	1.9	81																			
	QUINTILE 4	34792	912	22.8	2.6	110																			
	QUINTILE 5	32524	658	16.4	2.0	85																			
TV-PRIME TIME	QUINTILE 1	33090	718	17.9	2.2	91																			
	QUINTILE 2	33357	745	18.6	2.2	93																			
	QUINTILE 3	33980	1016	25.3	3.0	125																			
	QUINTILE 4	33854	761	19.0	2.2	94																			
	QUINTILE 5	33444	768	19.2	2.3	96																			
TV-DAYTIME	TERCILE 1	49121	1085	27.1	2.2	92																			
	TERCILE 2	48823	1107	27.6	2.3	95																			
	TERCILE 3	69782	1817	45.3	2.6	109																			
TV-TOTAL	QUINTILE 1	33584	737	18.4	2.2	92																			
	QUINTILE 2	33441	738	18.4	2.2	92																			
	QUINTILE 3	33505	753	18.8	2.2	94																			
	QUINTILE 4	33466	1041	26.0	3.1	130																			
	QUINTILE 5	33731	740	18.5	2.2	92																			
MAGAZINES-NEWSPAPERS: DUAL		44503	1365	34.1	3.1	128																			
MAGAZINE IMPERATIVE		39363	1217	30.4	3.1	129																			
NEWSPAPER IMPERATIVE		46441	933	23.3	2.0	84																			
MAGAZINES-OUTDOOR: DUAL		33726	1239	30.9	3.7	154																			
MAGAZINE IMPERATIVE		52846	1336	33.3	2.5	106																			
OUTDOOR IMPERATIVE		52140	1144	28.5	2.2	92																			
MAGAZINES-RADIO: DUAL		37081	1115	27.8	3.0	126																			
MAGAZINE IMPERATIVE		49747	1546	38.6	3.1	130																			
RADIO IMPERATIVE		49208	979	24.4	2.0	83																			
MAGAZINES-TELEVISION: DUAL		33103	989	24.7	3.0	125																			
MAGAZINE IMPERATIVE		54575	1751	43.7	3.2	134																			
TELEVISION IMPERATIVE		53249	780	19.5	1.5	61																			
NEWSPAPERS-OUTDOOR: DUAL		36255	1307	32.6	3.6	151																			
NEWSPAPER IMPERATIVE		55591	1138	28.4	2.0	86																			
OUTDOOR IMPERATIVE		48319	1145	28.6	2.4	99																			
NEWSPAPERS-RADIO: DUAL		37242	865	21.6	2.3	97																			
NEWSPAPER IMPERATIVE		54423	1528	38.1	2.8	117																			
RADIO IMPERATIVE		46650	1139	28.4	2.4	102																			
NEWSPAPERS-TELEVISION: DUAL		35974	851	21.2	2.4	99																			
NEWSPAPER IMPERATIVE		56095	1592	39.7	2.8	119																			
TELEVISION IMPERATIVE		47170	954	23.8	2.0	85																			
OUTDOOR-RADIO: DUAL		33748	997	24.9	3.0	124																			
OUTDOOR IMPERATIVE		52785	1446	36.1	2.7	115																			
RADIO IMPERATIVE		52882	1126	28.1	2.1	89																			
OUTDOOR-TELEVISION: DUAL		32030	798	19.9	2.5	104																			
OUTDOOR IMPERATIVE		54626	1677	41.8	3.1	128																			
TELEVISION IMPERATIVE		54874	1068	26.6	1.9	81																			
RADIO-TELEVISION: DUAL		33386	715	17.8	2.1	90																			
RADIO IMPERATIVE		53810	1392	34.7	2.6	108																			
TELEVISION IMPERATIVE		54023	1185	29.6	2.2	92																			

	TOTAL U.S. '000	HOLLAND HOUSE				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D												
TOTAL ADULTS	167727	4008	100.0	2.4	100												
ATLANTIC MONTHLY	867	**7	0.2	0.8	34												
BARRON'S	1580	**82	2.0	5.2	217												
BETTER HOMES & GARDENS	22203	734	18.3	3.3	138												
BON APPETIT	3810	*133	3.3	3.5	146												
BUSINESS WEEK	4663	*185	4.6	4.0	166												
CAR AND DRIVER	3102	*113	2.8	3.6	152												
CBS MAGAZINE NETWORK (GROSS)	7311	*260	6.5	3.6	149												
CHANGING TIMES	3400	*118	2.9	3.5	145												
COLONIAL HOMES	1796	**85	2.1	4.7	198												
CONDE NAST MAG. PKG. (GROSS)	19924	809	20.2	4.1	170												
CONSUMERS DIGEST	3125	**85	2.1	2.7	114												
COSMOPOLITAN	10577	334	8.3	3.2	132												
COUNTRY LIVING	3746	*227	5.7	6.1	254												
CUISINE	2214	**84	2.1	3.8	159												
CYCLE WORLD	2394	**78	1.9	3.3	136												
DCI:CREATIVE IDEAS FOR LIV	3068	**117	2.9	3.8	160												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	473	11.8	4.9	207												
DISCOVER	2277	**81	2.0	3.6	149												
EBONY	7187	*100	2.5	1.4	58												
ESQUIRE	2560	**40	1.0	1.6	65												
ESSENCE	3242	**48	1.2	1.5	62												
FAMILY CIRCLE	19639	726	18.1	3.7	155												
THE FAMILY HANDYMAN	3540	*169	4.2	4.8	200												
FAMILY WEEKLY	23924	575	14.3	2.4	101												
FIELD & STREAM	9883	340	8.5	3.4	144												
FOOD & WINE	1030	**73	1.8	7.1	297												
FORBES	2679	*113	2.8	4.2	177												
FORTUNE	2931	*95	2.4	3.2	136												
GENTLEMEN'S QUARTERLY	3481	**150	3.7	4.3	180												
GLAMOUR	7163	*318	7.9	4.4	186												
GOLF DIGEST	2355	**88	2.2	3.7	156												
GOLF DIGEST/TENNIS (GROSS)	3610	*134	3.3	3.7	155												
GOLF MAGAZINE	2046	**52	1.3	2.5	106												
GOLF MAGAZINE/SKI (GROSS)	3547	**77	1.9	2.2	91												
GOOD HOUSEKEEPING	20353	779	19.4	3.8	160												
HARPER'S BAZAAR	3362	**117	2.9	3.5	146												
HEALTH	2987	**67	1.7	2.2	94												
HEARST MAG CORP. BUY (GROSS)	67928	2595	64.7	3.8	160												
HEARST MAN POWER (GROSS)	11282	398	9.9	3.5	148												
HEARST WOMAN POWER (GROSS)	40514	1391	34.7	3.4	144												
HOUSE BEAUTIFUL	4885	*250	6.2	5.1	214												
INC.	1308	**34	0.8	2.6	109												
JET	6498	**73	1.8	1.1	47												
LADIES' HOME JOURNAL	14797	476	11.9	3.2	135												
LHJ FAMILY GRP COMBO(GROSS)	21743	716	17.9	3.3	138												
LIFE	9881	243	6.1	2.5	103												
L.A. TIMES HOME MAGAZINE	2775	**25	0.6	0.9	38												
MADEMOISELLE	4219	*209	5.2	5.0	207												
MC CALL'S	16422	644	16.1	3.9	164												
MC CALL'S/MRK MOTHER (GROSS)	17919	700	17.5	3.9	163												
MECHANIX ILLUSTRATED	4433	*173	4.3	3.9	163												
METROPOLITAN HOME	1504	**51	1.3	3.4	142												
MONEY	4723	*151	3.8	3.2	134												
MOTHER EARTH NEWS	2325	**51	1.3	2.2	92												
MS.	1189	**72	1.8	6.1	253												
NATIONAL ENQUIRER	18892	411	10.3	2.2	91												
NATIONAL GEOGRAPHIC	22129	756	18.9	3.4	143												
NATIONAL SUNDAY MAGAZINE PKG	103750	2652	66.2	2.6	107												
NATURAL HISTORY	1379	**41	1.0	3.0	124												
NEW WOMAN	2289	**79	2.0	3.5	144												
NEW YORK INCLUDING CUE	1088	**53	1.3	4.9	204												
THE NEW YORKER	2459	*93	2.3	3.8	158												
NEWSWEEK	16527	569	14.2	3.4	144												
THE N.Y. TIMES DAILY EDITION	2739	*97	2.4	3.5	148												
THE N.Y. TIMES MAGAZINE	4443	*152	3.8	3.4	143												
OMNI	2799	**57	1.4	2.0	85												
ON CABLE	2209	**52	1.3	2.4	99												
1001 HOME IDEAS	3959	**173	4.3	4.4	183												
ORGANIC GARDENING	3111	**57	1.4	1.8	77												
OUTDOOR LIFE	5024	*125	3.1	2.5	104												
PARADE MAGAZINE	51292	1211	30.2	2.4	99												

	TOTAL U.S. '000	HOLLAND HOUSE				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D																
TOTAL ADULTS	167727	4008	100.0	2.4	100																
PARENTS	5298	*255	6.4	4.8	201																
PENTHOUSE	5129	**97	2.4	1.9	79																
PEOPLE	21070	564	14.1	2.7	112																
PLAYBOY	10562	278	6.9	2.6	110																
POPULAR HOT RODDING	2498	**79	2.0	3.2	132																
POPULAR MECHANICS	5887	*194	4.8	3.3	138																
POPULAR SCIENCE	4317	*100	2.5	2.3	97																
PREVENTION	5792	*150	3.7	2.6	108																
PSYCHOLOGY TODAY	3284	**54	1.3	1.6	69																
READER'S DIGEST	40046	1119	27.9	2.8	117																
REDBOOK	9584	*278	6.9	2.9	121																
ROAD & TRACK	2590	**130	3.2	5.0	210																
ROLLING STONE	3302	**117	2.9	3.5	148																
RUNNER'S WORLD	1229	**60	1.5	4.9	204																
SATURDAY EVENING POST	2110	**68	1.7	3.2	135																
SCIENCE 84	1543	**33	0.8	2.1	90																
SCIENCE DIGEST	1747	**94	2.3	5.4	225																
SCIENTIFIC AMERICAN	1994	**45	1.1	2.3	94																
SELF	3119	**128	3.2	4.1	172																
SEVENTEEN	3923	**144	3.6	3.7	154																
SKI	1501	**25	0.6	1.7	70																
SMITHSONIAN	5976	169	4.2	2.8	118																
SOAP OPERA DIGEST	4228	**103	2.6	2.4	102																
SOUTHERN LIVING	6488	*356	8.9	5.5	230																
SPORT	3500	**62	1.5	1.8	74																
THE SPORTING NEWS	2456	**26	0.6	1.1	44																
SPORTS AFIELD	3648	**110	2.7	3.0	126																
SPORTS ILLUSTRATED	14484	325	8.1	2.2	94																
STAR	12661	*209	5.2	1.7	69																
SUNDAY	52799	1396	34.8	2.6	111																
SUNSET	3513	**146	3.6	4.2	174																
TV GUIDE	42766	974	24.3	2.3	95																
TENNIS	1254	**46	1.1	3.7	154																
TIME	22054	706	17.6	3.2	134																
TOWN & COUNTRY	1555	**78	1.9	5.0	210																
TRAVEL & LEISURE	2173	**119	3.0	5.5	229																
TRUE STORY	4636	**70	1.7	1.5	63																
U.S. NEWS & WORLD REPORT	10353	297	7.4	2.9	120																
USA TODAY	4994	*180	4.5	3.6	151																
US	3528	**80	2.0	2.3	95																
VOGUE	5424	*154	3.8	2.8	119																
WALL STREET JOURNAL	6292	178	4.4	2.8	118																
WEIGHT WATCHERS	2762	**172	4.3	6.2	261																
WOMAN'S DAY	16320	632	15.8	3.9	162																
WORKING MOTHER	1496	**56	1.4	3.7	157																
WORKING WOMAN	1851	**27	0.7	1.5	61																
WORLD TENNIS	580	**34	0.8	5.9	245																
ZIFF-DAVIS MAG NETWK (GROSS)	12412	351	8.8	2.8	118																
BLAIR INSERTS	91671	2487	62.1	2.7	114																
DAILY NEWSPAPERS																					
READ ANY	109190	2796	69.8	2.6	107																
READ ONE	89587	2260	56.4	2.5	106																
READ TWO OR MORE	19602	535	13.3	2.7	114																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	109661	2964	74.0	2.7	113																
READ ONE	95074	2517	62.8	2.6	111																
READ TWO OR MORE	14568	447	11.2	3.1	128																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	28.80	32.30																			
30 DAY REACH	149706	3741	93.3	2.5	105																
50 SHWG - 30 DAY AV FREQ	15.16	16.85																			
30 DAY REACH	142406	3600	89.8	2.5	106																
25 SHWG - 30 DAY AV FREQ	8.23	8.78																			
30 DAY REACH	131152	3457	86.3	2.6	110																
CABLE TV: HOME WIRED	66879	2101	52.4	3.1	131																
HOME NOT WIRED	100848	1907	47.6	1.9	79																
HAVE PAY CABLE	35024	1413	35.3	4.0	169																

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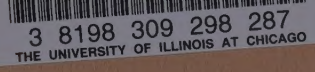
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DISTILLED SPIRITS

(ADULTS)

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
BRANDY & COGNAC	14.9	60.8	27.0	31.8	58.1	7.4
CORDIALS & LIQUEURS	22.4	74.2	14.6	14.0	63.0	11.9
GIN	16.2	72.4	19.7	20.6	64.1	7.0
RUM	13.3	67.7	18.6	23.5	68.1	8.8
TEQUILA	30.7	88.6			69.3	11.4
VODKA	16.3	72.2	18.2	20.0	65.5	7.8
WHISKEYS BLENDED OR RYE	36.8	94.5			63.2	5.5
BOURBON	19.9	75.8	21.5	18.6	58.6	5.6
CANADIAN	20.3	74.3	22.5	19.5	57.2	6.2
SCOTCH	23.1	77.9	22.3	16.9	54.6	5.2
PREPARED COCKTAIL MIXES WITH LIQUOR	47.3	94.0			52.7	6.0
PREPARED COCKTAIL MIXES WITHOUT LIQUOR	38.1	91.1			61.9	8.9

1950		1951		1952	
Jan	Feb	Jan	Feb	Jan	Feb
1.0	1.0	1.0	1.0	1.0	1.0
2.0	2.0	2.0	2.0	2.0	2.0
3.0	3.0	3.0	3.0	3.0	3.0
4.0	4.0	4.0	4.0	4.0	4.0
5.0	5.0	5.0	5.0	5.0	5.0
6.0	6.0	6.0	6.0	6.0	6.0
7.0	7.0	7.0	7.0	7.0	7.0
8.0	8.0	8.0	8.0	8.0	8.0
9.0	9.0	9.0	9.0	9.0	9.0
10.0	10.0	10.0	10.0	10.0	10.0
11.0	11.0	11.0	11.0	11.0	11.0
12.0	12.0	12.0	12.0	12.0	12.0
13.0	13.0	13.0	13.0	13.0	13.0
14.0	14.0	14.0	14.0	14.0	14.0
15.0	15.0	15.0	15.0	15.0	15.0
16.0	16.0	16.0	16.0	16.0	16.0
17.0	17.0	17.0	17.0	17.0	17.0
18.0	18.0	18.0	18.0	18.0	18.0
19.0	19.0	19.0	19.0	19.0	19.0
20.0	20.0	20.0	20.0	20.0	20.0
21.0	21.0	21.0	21.0	21.0	21.0
22.0	22.0	22.0	22.0	22.0	22.0
23.0	23.0	23.0	23.0	23.0	23.0
24.0	24.0	24.0	24.0	24.0	24.0
25.0	25.0	25.0	25.0	25.0	25.0
26.0	26.0	26.0	26.0	26.0	26.0
27.0	27.0	27.0	27.0	27.0	27.0
28.0	28.0	28.0	28.0	28.0	28.0
29.0	29.0	29.0	29.0	29.0	29.0
30.0	30.0	30.0	30.0	30.0	30.0
31.0	31.0	31.0	31.0	31.0	31.0

[illegible]

DEMCO 38-297

